



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Market Your Engineering and Maintenance-Related Products at the Eastern African Power Industry Convention (EAPIC) 2010, in Nairobi, Kenya

The Department of Trade and Industry (**the dti**) will provide assistance to South African exporters who wish to introduce South African products into foreign markets, in a cost-effective manner.

Do you have what it takes to represent South Africa at the dti's National Pavilion?

- ✓ Is your firm export-ready?
- ✓ Are you a registered exporter?
- ✓ Are your taxes paid up to date?
- ✓ Have you researched your export market?
- ✓ Do you have a world-class export product?

If you responded 'yes' to the above, then **the dti** invites you to showcase your products and services at the 12th annual EAPIC 2010, scheduled to take place from **31 August to 2 September 2010** in Nairobi, Kenya. The event will focus on the following products or related engineering/maintenance services: *Boilers/combustion systems, cables, computers/software, converters, inductors and transformers, emission control, engineering services, construction companies, generation equipment, instrumentation controls, meters and associated technologies (meter testing equipment, revenue protection technologies and services), motors/electrical equipment, pumps, compressors, relays, renewable equipment and suppliers, switchgear and control equipment, turbines, transmission equipment and substations, wiring and accessories.*

Why exhibit at the EAPIC?

- Facilitate the association of key stakeholders and high-level decision-makers across the East African region;
- Provide the opportunity to meet these decision-makers face-to-face and showcase your products in a professional and internationally competitive environment;
- Solidify your brand's presence in the region with effective marketing and PR tools;
- Introduce new products directly to your target markets; and
- Network and build relationships with potential customers.

the dti will offer the following financial support to successful applicants:

- Air travel assistance;
- Daily subsistence allowance;
- Freight-forwarding of display materials; and
- Exhibition space and booth rental costs.

Interested firms should contact Mr Samuel Maboane on telephone: (012) 394 1357 or e-mail: SMaboane@thedti.gov.za

Application forms and guidelines can also be downloaded via the following URL:
www.thedti.gov.za/exporting/exportincentives.htm

NB: The deadline for submission of completed National Pavilion application forms is 26 March 2010.