



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

LET'S MEET THE MIDDLE EAST

PAVILLION OF SOUTH AFRICA AT THE GULFOOD 2018 DUBAI, UAE FROM 18 - 22 FEBRUARY 2018

The Middle East region continues to witness an increasing population surge translating into increasing opportunities in the agro sector with a market demand of \$3 trillion, hence necessitating participation of South African Exporters and Export competent companies. In this regard, SA will be participating in the forthcoming Gulfood Exhibition.

Gulfood 2018 will showcase a full range of **food and beverage** products from around the world. It has rapidly grown into the most important meeting place for the regions food and beverage processing industry.

Registration is now open for companies in the agro-processing sector to apply for participatory assistance and to form part of the Pavillion of South Africa at the largest food and beverage processing Gulfood Exhibition in the Middle East.

The Pavilion of South Africa

the dti leads the drive in assisting South African companies to gain access to the Middle East market for South African agro-processing companies to exhibit jointly as a National Pavilion for South Africa.

South African Pavilion will focus on all agro processing products and services **excluding** alcoholic beverages.

We welcome you to be part of the Pavilion of South Africa at Gulfood 2018.

the dti will offer the following financial support to qualifying firms:

- Air travel assistance up to R17 000 (SMME and BOE's only)
- Daily subsistence allowance of R3 000 per day (SMME and BOE's only)
- Freight forwarding of display material
- Exhibition space and booth rental costs.

Applications will close on **26 September 2017**.

For more information visit: www.gulfood.com

Application forms and guidelines can be downloaded via **the dti** website:

http://www.thedti.gov.za/trade_investment/emia_national_pavilions.jsp

For any enquiries pertaining to applications, sector and/or event please contact:	
Mr Mayanda Gawula Tel: 012 394 1616 E-mail: MGawula@thedti.gov.za	Ms Mpho Sebatana Telephone: 012 394 3415 E-mail: MSebatana@thedti.gov.za