



**the dti**

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

## **Market Your Food and Food-Related Products at the SIAL 2010 Exhibition, in Paris, France**

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 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 **food and beverage products** at the world-renowned global food marketplace, SIAL 2010, scheduled to take place from **17 to 21 October 2010** in Paris, France. The event will focus on groceries, beverages, preserved foods, spices, soups, deep frozen products, seafood, cured meats, fruit and vegetables, dairy products and other related products.

For further background information, please visit the official SIAL Exhibition website: [www.sial.fr](http://www.sial.fr)

### **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](mailto:SMaboane@thedti.gov.za)

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

**NB: The deadline for submission of completed National Pavilion application forms is 17 April 2010.**