



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EMIA EXPORT MARKETING & INVESTMENT ASSISTANCE

National Pavilions Guidelines (Foreign & Domestic)

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Updated Annually

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1. EXPORT MARKETING & INVESTMENT ASSISTANCE SCHEME (EMIA)

The purpose of assistance under the EMIA scheme is to partially compensate exporters for costs incurred in respect of activities aimed at developing export markets for South African products & services and to recruit new foreign direct investment into South Africa.

2. NATIONAL PAVILIONS & INT TRADE EXHIBITION ASSISTANCE

INTERNATIONAL NATIONAL PAVILIONS

the dti participates in selected trade fairs and exhibitions abroad by means of National Pavilions. Assistance is therefore provided to qualifying South African exporters to introduce South African products into foreign markets by participating in suitable foreign exhibitions.

International Trade Exhibition Assistance is official country participation, in major trade fairs or exhibitions abroad and sometimes locally (including special projects supported by the dti), which show cases the country, its industries, strengths, comparative advantages and houses those firms with potential and capacity to export and wanting to penetrate world markets with their products..

LOCAL NATIONAL PAVILIONS

This is a specific offering to support specific domestic industry National Pavilions where the assistance is towards participating companies and not a sponsorship to the organisers of the event.

3. EMIA GENERIC QUALIFYING CRITERIA

- a. Export-readiness of applicant
- b. Export/production performance of the applicant
- c. Export/marketing competence of person visiting the foreign exhibition
- d. Potentially available/accessible production/export product capacity
- e. Type of product for export and local sales performance
- f. Level of labour absorption, location and technological requirements
- g. Industry in which the venture operates or is planned
- h. Submission of general and specific qualifying documentation and adherence to general and specific criteria as stipulated for the National Pavilions offering.

4. WHO QUALIFIES FOR EMIA ASSISTANCE

- a South African manufacturers of products including SMME, BOE and Other-sized owned businesses who are registered with the South African Revenue Services;
- b South African Export Trading Houses representing at least three manufacturing entities.
- c South African Commission Agents representing at least three manufacturing entities.
- d South African Export Councils, Industry Associations, Joint Action Groups and recognized Export Clubs.
- e South African registered Co-operatives exporting agricultural and arts and crafts products.
- f Entities that are outsourcing their manufacturing process will only qualify on submission of:
 - Formal outsourcing agreement/s between the company and the manufacturer/s **OR**
 - Other proof substantiating that the entity is the legal owner of the product/design or patent such as a letter from the manufacturing entity's MD/CEO/Owner, which is outsourced to, to confirming its manufacturing capacity and the local content of the product being manufactured on behalf of the outsourcer.
- g Entities/divisions/subsidiaries forming part of a group, joint venture or partnership will qualify for EMIA assistance at the absolute discretion of the Director: Export Marketing. Please see definition of related parties on page 5 of this document.
- h Provincial Investment Promotion Agencies, including Trade Promotion Organisations, Local and Provincial Government departments will only receive stand space, freight forwarding and other services related to the National Pavilions where they participate on National Pavilions. No EMIA funding will be considered for other government departments or parastatals.
- i Financial assistance to the manufacturing and services industries is limited to **the dti's** priority sectors as outlined below:
 - Aerospace, Rail and Marine;
 - Agro-processing, including furniture;
 - Automotives;
 - Build Environment Professions:
 - Consulting engineering;
 - Civil engineering contractors;
 - Quantity surveying; and
 - Architecture.

- Business process outsourcing (BPO);
- Capital equipment and allied services;
- Chemicals:
 - Pharmaceuticals; and
 - Plastics fabrication.
- Clothing, textiles, footwear and leather products;
- Cultural Industries:
 - Film & television;
 - Music; and
 - Crafts
- Electro-technical:
 - Electronics;
 - Electrical engineering; and
 - Information technology and communication.
- Energy-efficiency products (for foreign direct investment purposes only);
- Metal fabrication;
- Paper and pulp;
- Pre-qualified tourism; and
- All IPAP sectors

5. RELATED PARTIES

EMIA applicants for assistance must disclose information on related parties where the one party can exercise *significant/insignificant/substantial/insubstantial influence* over another party in making financial and operating decisions or can exercise *control or joint control over the other party*.

Significant influence means participation in the financial and operating decisions of the other party, but not control of those policies. This significant influence can be exercised, inter alia, by representation on the board of directors of the other party, participation in the policy-making process, by material inter-company transactions, the interchange of managerial personnel or dependence on technical information.

Substantial influence can be gained through the ownership of shares, legislation or agreement.

Control means Ownership, directly or indirectly, of more than one half of the voting power in other entities; or the right to exercise a significant portion of the voting power in another party and the power to direct, by statute, the policy and decisions of the other party.

The following are regarded as related parties:

- Entities, which, directly or indirectly, through one or more intermediaries, are controlled by or can exercise control over, or are under common control with the reporting entity (for example, parent companies, subsidiaries and fellow subsidiaries). Quasi-subsidiaries may also qualify as related parties.
- Associated companies
- Jointly controlled entities with jointly controlled assets and/or operations
- Individuals, including close family members, owning, directly or indirectly, such an interest in the voting power in the reporting entity that significant or insignificant influence can be exercised over the entity. Close members of the family of an individual are those that may be expected to influence or to be influenced by that person in their dealings with the enterprise
- Key management personnel of the entity, that is, people responsible for the planning, directing and control of the reporting entity. This includes directors and officers and close family members
- Entities in which a significant/insignificant interest in the voting power is held, either directly or indirectly, by individuals, key personnel and close family members, or entities over which the individual or key personnel member can exercise significant influence. It includes entities owned by directors or significant shareholders in the reporting entity, as well as entities that share key personnel with the reporting entity.

6. NATIONAL PAVILIONS: FOREIGN ASSISTANCE

International Pavilions - The travel and subsistence for approved B-BBEE's & SMME's is provided for one decision-making representative per registered exporter per National Pavilion.

| | |
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| <p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ the dti makes the provisional arrangements and bears the costs. | <p>100% maximum of R17,000</p> |
| <p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ Exhibitors are allowed to claim a subsistence allowance for 1 day prior to the show official starting date, to ensure that the stand is ready for the opening of the show and subsistence for the duration of the exhibition ▪ Participants leaving early from the show will forfeit their entire subsistence allowance regardless of the number of days attended. Other-sized firms be invoiced for the duration of the show should they leave early. | <p>R2,300/day</p> |
| <p>Transportation of samples</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other sized businesses ▪ the dti will appoint a freight forwarder and will pay certain costs relating to the consolidation of exhibition material and the transport thereof from the point of consolidation to the exhibition and back to the consolidation point in South Africa, if so desired by the exhibitor. ▪ the dti will be responsible for the freight costs of display material up to a maximum of 2,000kg or 3 cubic meters (the one not to exceed the other), in the case of non-perishable products/samples forwarded by sea freight or ▪ the dti will be responsible for the freight costs of display material up to a maximum of 300 kilograms chargeable weight in the case of perishable/fragile or very high value products by air freight depending on the sector/type of product but to the discretion of the Director: Export Marketing. Any excess must be paid directly to the appointed freight forwarder in both cases. ▪ the dti will indicate the mode of transport in your firm's approval letter. ▪ The total freight costs of all goods sold on pavilions at a non-selling event should be borne by the exhibitor and must be discussed with EMIA (Director) prior to shipment. ▪ In certain cases, the dti may authorise freight costs, which exceed the above guideline. (e.g. Capital equipment and other large goods). ▪ In cases where boats are sailed to National Pavilions, a maximum benefit of 50% of the actual costs not exceeding R 125,000.00 will be reimbursed after the event. The number of boats will however be limited to 3 boats per event. The benefit will be forfeited should the vessel be sold / left behind after the Pavilion. Proof that the vessel returned to South Africa must be submitted to EMIA before reimbursing the claim. | <p>the dti bears the costs</p> |
| <p>Exhibition-related costs</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other-sized businesses ▪ the dti makes arrangements and bears the costs. ▪ The exhibition and related costs relative to National Pavilions relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise the National Pavilions successfully. | <p>the dti bears the costs</p> |

7. NATIONAL PAVILION: DOMESTIC ASSISTANCE

| | |
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| <p>Economy Class return domestic airfare BOE's & SMMEs only, which are located more than 200 kilometres from the event</p> | <p>100% up to a maximum of R3,500.00</p> |
| <p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ Exhibitors are allowed to claim a subsistence allowance for 1 day prior to the show official starting date, to ensure that the stand is ready for the opening of the show and subsistence for the duration of the exhibition. Only applications of firms located more than 200 kilometres from the event will be considered. ▪ Participants leaving early from the show will forfeit their entire subsistence allowance regardless of the number of days attended. Other-sized companies will be invoiced for the duration of the show should they leave early. | <p>R1,200.00 / day</p> |
| <p>Transportation of samples</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other-sized businesses ▪ the dti will appoint a freight forwarder and will pay certain costs relating to the consolidation of exhibition material and the transportation thereof from the point of consolidation to the exhibition and back to the consolidation point, if so desired by the exhibitor. ▪ Only applications of firms located more than 200 kilometres from the event will qualify for the local freight forwarding benefit. ▪ the dti will be responsible for the freight costs of display material up to a maximum of 2,000kg or 3 cubic meters (the one not to exceed the other), in the case of non-perishable products/samples <u>or</u> ▪ the dti will be responsible for the freight costs of display material up to a maximum of 300 kilograms chargeable weight in the case of perishable/fragile or very high value products by air freight depending on the sector/type of product but to the discretion of the Director: Export Marketing. Any excess must be paid directly to the appointed freight forwarder in both cases. ▪ the dti will indicate the mode of transport in your firm's approval letter. ▪ In certain cases, the dti may authorise freight costs, which exceed the above guideline. (eg. Capital equipment and other large goods). | <p>the dti bears the costs</p> |
| <p>Exhibition costs</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other-sized businesses ▪ the dti makes arrangements and bears the costs ▪ The exhibition and related costs relative to National Pavilions relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise National Pavilions successfully. | <p>the dti bears the costs</p> |

8. INTERNATIONAL TRADE EXHIBITION ASSISTANCE

Financial assistance to Export Councils / Industry Associations/ Provincial Trade Promotion Agencies is considered for international exhibitions where there is no National Pavilion scheduled. **Please note that the recommended time periods for proposals/requests for funding for Ad Hoc events must be submitted to the dti for consideration at least 6 (Six) months prior to the commencement date of the event.**

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| <p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ the dti makes the provisional arrangements and bears the costs. | <p>100% maximum of R17,000</p> |
| <p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ Exhibitors are allowed to claim a subsistence allowance for 1 day prior to the show official starting date, to ensure that the stand is ready for the opening of the show and subsistence for the duration of the exhibition ▪ Participants leaving early from the show will forfeit their entire subsistence allowance regardless of the number of days attended. Other-sized firms be invoiced for the duration of the show should they leave early. | <p>R2,300/ day</p> |
| <p>Transportation of samples</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other sized businesses ▪ the dti will appoint a freight forwarder and will pay certain costs relating to the consolidation of exhibition material and the transport thereof from the point of consolidation to the exhibition and back to the consolidation point in South Africa, if so desired by the exhibitor. ▪ the dti will be responsible for the freight costs of display material up to a maximum of 2,000kg or 3 cubic meters (the one not to exceed the other), in the case of non-perishable products/samples forwarded by sea freight or ▪ the dti will be responsible for the freight costs of display material up to a maximum of 300 kilograms chargeable weight in the case of perishable/fragile or very high value products by air freight depending on the sector/type of product but to the discretion of the Director: Export Marketing. Any excess must be paid directly to the appointed freight forwarder in both cases. ▪ the dti will indicate the mode of transport in your firm's approval letter. ▪ The total freight costs of all goods sold on pavilions at a non-selling event should be borne by the exhibitor and must be discussed with EMIA (Director) prior to shipment. ▪ In certain cases, the dti may authorise freight costs, which exceed the above guideline. (e.g. Capital equipment and other large goods). | <p>the dti bears the costs</p> |
| <p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ BOE's & SMME's only ▪ the dti makes the provisional arrangements and bears the costs. | <p>100% maximum of R17,000</p> |
| <p>Exhibition-related costs</p> <ul style="list-style-type: none"> ▪ BOE's, SMME's & Other-sized businesses ▪ the dti makes arrangements and bears the costs. ▪ The exhibition and related costs relative to National Pavilions relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise the National Pavilions successfully. | <p>the dti bears the costs</p> |

The criteria will be as follows:

- A contract will be concluded between **the dti** and the relevant Export Council / Industry Association / Provincial Trade Promotion Agency
- The contract will further contain the specific roles, responsibilities and procurement procedures to be followed
- Assistance will only be considered for groups of 10 and more exhibitors
- A once off payment will be made to the applicant to cover the projected costs
- Entities who benefit must be legitimate with valid Tax Clearance certificates
- Airfare bookings and freight forwarding must be done through one of EMIA's preferred service providers
- A complete, detailed reconciliation of the expenditure must be submitted to EMIA within 8 weeks of the conclusion of the exhibition. This should include full details of the entities that exhibited at the event / benefited from the funding including product brochure, export registration certificate, Tax Clearance certificate, and copy of passport with entry and exit stamps as well as all boarding passes.

9. EMERGING EXPORTER ASSISTANCE

An emerging exporter is a business or individual that has an EMIA qualifying product or service and has traded locally for at least a period of 12 months:

- Is at least 51% owned by black persons, women or disabled persons of South African nationality;
- Is involved in no exports;
- Has traded locally for more than 12 months;
- Has an EMIA qualifying product or service;
- Has an annual turnover of less than R5 million.

| Description of Offering | Description of benefit |
|--|---|
| <ul style="list-style-type: none"> • Economy Class return airfare | 100% of the total cost |
| <ul style="list-style-type: none"> • Subsistence allowance or payment of accommodation and meals. | 100% of total costs (dinner, bed and breakfast as well as ground transport) a maximum of R500.00 voucher per day per delegate will be issued in case where the hotel does not provide Dinner |
| <ul style="list-style-type: none"> • Freight for ITI's | 100% of total costs as per normal EMIA benefits |
| <ul style="list-style-type: none"> • Marketing Material: | 80% of total cost (as part of the Mission brochure benefit through the Mission Organiser). |

RULES AND CRITERIA – EMERGING EXPORTERS

- Groups should consist of between 5-20 participants.
- The relevant EMIA application form must be submitted within the applicable due dates for the relevant Scheme i.e. Group Mission applications must be submitted at least two months before the departure date of the Mission.
- An Emerging Exporter can only apply 4 times under the category of an Emerging Exporter.
- Applicants for this assistance can be SEDA, Provincial Investment and Economic Agencies, Municipalities, Business Chambers, Export Councils and Industry Associations (TEO) or the individual Emerging Exporter (TISA).

DOCUMENTS TO BE SUBMITTED

- Submission of an appropriate EMIA application form within the permissible timelines;
- Original, valid Tax Clearance Certificate;
- Proof of products i.e. brochure / pamphlet;
- A valid passport (only required when travelling internationally);
- An exporter Registration Certificate (only required when product samples are transported internationally to allow for custom clearance requirements);
- Proof of turnover i.e. bank statements or letter from Auditor / Accounting Officer or audited financial statements;
- Proof of BOE identity or company registration reflecting shareholding percentages.

All benefits will be paid up-front for qualifying individuals or entities, to the dti's appointed service providers and will include travel, accommodation, exhibition costs and services, stand construction, brochures and freight related costs.

10. RULES

- 10.1** the dti reserves the right to exclude the entities from further participating for the period of twelve (12) months, should the firm fail to attend an event or cancel its participation within seven (7) days after signing the approval letter.
- 10.2** Any assistance provided under the EMIA schemes is at the absolute discretion of the Deputy Director-General of Trade and Investment South Africa (TISA) whose decision will be final.
- 10.3** No EMIA incentives are available for the period from **10 December** up to and including **10 January** of each year.
- 10.4** The Deputy Director-General: Trade and Investment South Africa will approve the National Pavilion list for the following financial year, at least 7 months prior to the commencement date of the first event in April.
- 10.5** Trade and Investment South Africa is a division of **the dti** and the right of action in respect of the scheme may be ceded to Trade and Investment South Africa without notice to the exporter.
- 10.6** The submission of misleading information or abuse of any of the EMIA assistance schemes by applicants may lead to such an applicant being excluded from further assistance under the EMIA scheme of **the dti**.
- 10.7** Should incidences of misconduct / misbehaviour be reported to or noted by EMIA officials, the relevant entity will receive a letter of warning. Should this be repeated in future, the entity will be excluded from EMIA benefits. EMIA officials further have the authority to remove any person who makes themselves guilty of misconduct from the National Pavilion.
- 10.8** EMIA customers failing to submit their 6-month report back questionnaire within the permissible timeline will be excluded from EMIA funding for a period of 12 months from the date of the exclusion letter.
- 10.9** Entities and/or person(s) representing an entity found guilty of any criminal offence relating to EMIA, i.e. fraud, will be excluded from EMIA benefits for a period of 5 years.
- 10.10** Businesses can submit a maximum of six applications per annum, with a limitation of four applications per scheme. Any exceptions must be authorised by the Director: Export Marketing.
- 10.11** One representative per SMME's/BOE's business will qualify for the travel and subsistence allowance. The representative should be a senior executive, and in authority to conclude contracts on behalf of the firm.
- 10.12** Once an exhibitor has been approved to participate on a National Pavilion, they will receive an approval letter stating their approval and the costs covered by **the dti**, as

well as other important information and the conditions, which apply. The responsible person from the firm is required to signify their acceptance of the terms and conditions contained in the approval letter, by signing the last page in the space provided, in the presence of two witnesses. This has to be faxed back to the National Pavilions Section of **the dti** by the date indicated in the letter. **Failure to do this can result in the cancellation of the exhibitor's participation in the event and the dti's financial support to the firm.**

- 10.13** EMIA assistance will be re-evaluated where entities have participated in a specific show for more than 4 times in accordance with their export performance. Should export performance not be satisfactory, EMIA funding can be re-evaluated at the discretion of the EMIA Group Offerings Adjudication Committee and participants might be required to carry their own costs for the National Pavilions.
- 10.14** Each **National Pavilion** has a certain closing date for applications of at least five months prior to the starting date of the event. Applicants should contact EMIA to ensure that their applications are received timeously for consideration at the adjudication meeting.
- 10.15** All entities applying for EMIA funding might be subject to a site visit being conducted.
- 10.16** Substantiating information (such as the SAD 500 form) may be requested to verify export sales when necessary, especially for EMIA funded events previously attended. Signing of the application form will constitute an acknowledgement that the applying entity is in agreement with these terms.
- 10.17** **Late and incomplete applications will not be considered.** It is up to the applicant to ensure that he/she has written approval before his/her departure. The approval letter must be signed and returned by fax to EMIA before or on the specific date indicated on the letter.
- 10.18** Firms applying to participate on a National Pavilion at a defence, or security equipment-related exhibition are required to give details of the products which they plan to exhibit to the National Pavilion Unit before approval for EMIA assistance. The reasons being that **the dti** is required by law to ensure that the products may be exported and allowed to be exhibited in the country where the exhibition will take place. Failure to comply would result in the immediate disqualification of the firm's participation.
- 10.19** **It is important to note that, should an exhibitor sell any samples/goods on National Pavilions which are classified as a "non-selling event", then the transport costs of these samples/goods should be for the exhibitor's account. Exhibitors must inform the Director: Export Marketing of the intention to sell prior to shipment of the samples.**

- 10.20** Should the freight returned to South Africa be more than the freight originally forwarded to the exhibition then the additional freight cost will be deducted from the exhibitor's claim if found that the samples returned do not match the samples originally freighted.
- 10.21** In cases where National Pavilions are taking place and road freight of samples and display material are possible, **the dti** will cover the costs up to maximum of 1,000kg or 2 cubic meters per approved exhibitor.
- 10.22** **the dti** reserves the right to withdraw from these exhibitions if suitable applications have not been received on the closing date for applications (5 months prior to the event).
- 10.23** Approved participants should familiarise themselves with the **Code of Conduct (House Rules)** for exhibitors on a South African National Pavilion. (*Given to all approved exhibitors prior to the exhibition*);
- 10.24** Only exhibition material forwarded from the consolidation point in South Africa to the exhibition grounds and back to the consolidation point will be the responsibility of **the dti**. If exhibition material has to be forwarded from any other point, **the dti** reserves the right to consider the request for funding based on merit.
- 10.25** Duties & taxes for goods purchased in the foreign country are for the expense of the exhibitor.
- 10.26** **the dti** will not be held responsible for storage costs in the event of the exhibitor exceeding the maximum amount allowed of three cubic meters or two tons in the case of sea freight or 300kg chargeable weight in the case of air freight.
- 10.27** It is the responsibility of every exhibitor to ensure that he/she meets the deadlines set by **the dti** and service providers appointed by **the dti**.
- 10.28** It is the exhibitors' responsibility to take out full insurance cover for their products while in transit and for the duration of the exhibition.
- 10.29** **the dti** does not accept any responsibility whatsoever for any loss or damage which may occur.
- 10.30** **the dti** reserves the right to remove any displayed items which are not manufactured in South Africa, or which are not up to standard.
- 10.31** **Exhibitor's responsibilities:**
- Delivering their products to the relevant point of consolidation and for collecting their products after their return from the exhibition.
 - All travel and subsistence expenses for their representatives attending the exhibition except for SMME's and BOE's businesses, whose allowance (one per firm) will be approved by **the dti** prior to departure for reimbursement on their return.
 - Transport costs, duties, VAT and other customs documentation of products **to be sold** at the exhibition, if the event is classified as a "non-selling trade fair".

- **Any cost incurred by the dti as a direct result of the withdrawal of exhibitors from the exhibition after the dti had incurred specific costs on behalf of the exhibitor on their request.**
- Any storage and distribution of their exhibition material during and after the exhibition, not with their official consignment.
- To have a decision-making representative on their stand **full-time**, for the duration of the exhibition to receive visitors and take orders.

10.32 Exhibitors must undertake to:

- Ensure their products are properly and securely packed as per the instructions of the appointed freight forwarding service provider.
 - Deliver the required packing list and commercial invoices to the appointed freight forwarder, as per their instructions.
 - Comply with the regulations of any foreign customs authorities regarding re-exportation of temporarily imported goods within the period of time set by such foreign customs.
 - Return the goods taken abroad temporarily.
 - **In the event that goods are not re-exported** from the relevant country with the consolidated exhibition material, exhibitors must undertake to:
 - Accept responsibility for any negotiations or proceedings with all customs authorities.
 - Pay all duties, taxes, charges, fines and transport costs that result from non-export or failure to observe customs regulations and requirements either in South Africa or abroad.
- a. Exhibitors are requested to be present a day prior to the commencement of the show on or before 12pm in order to ensure that exhibitors have the opportunity to liaise with contractors in connection with their individual stands, should the exhibitor fails would forfeits the one (1) day subsistence allowance.
 - b. Exhibitors are able to timely unpack and display their products on their individual stands in time for the opening of the exhibition. Should participants not have their booths ready on the morning of the official opening day of the event; they will not qualify for the subsistence allowance for the set-up day.

11. IMPORTANT STEPS TO FOLLOW WHEN ATTENDING A PAVILION

Branding

Display only South African products as indicated on the application form. The branding of products to be exhibited on the South African pavilion must not be misleading as to the origin of the products or be of a nature as to create the perception that they are produced or packaged in another country. Products found to be contravening the intellectual property rights displayed on South African pavilions **will be removed** from the pavilion and will not be allowed to be displayed.

POSTERS / GRAPHICS

The approved exhibiting firm's graphics for the production of a poster for display on your stand must be forwarded on a CD, in high resolution (300 dpi, TIFF format) to the National Pavilions Section before the date which will be indicated on the approval letter, in order that these can be forwarded to the stand building firm for the production of the firm's poster at **the dti's cost. The standard size of a poster is 990mm (wide) x 1500mm (long)**. This is applicable to firms that do not have standard display posters/pop-up banners or pre-constructed display stands. Existing posters/pop-up banners should be cleared with the Manager National Pavilions before the event.

The aim of the abovementioned is to ensure the standardisation of the sizes and look of the posters/graphics displayed on the pavilion and to improve on the general aesthetics of the pavilions. Please note that exhibitors will not be allowed to display posters/graphics, which have not been produced by the pavilion stand builder or which had not previously been cleared by the Manager: National Pavilions. **This does not refer to pop-up banners or pre-constructed or collapsible display stands.** Applicants must submit an electronic copy of their product photos in high definition with their firm logo and profile when submitting the National Pavilion application form.

Production of these logos/product photos/images will be for the applicant's account. These images will be used for branding purposes on the National Pavilions.

12. SUPPLEMENTARY INFORMATION AND DOCUMENTATION

The following supplementary information and documentation are required with the application:

- a. **A full colour product brochure** - The brochure must be printed on good quality paper (**art gloss stock, minimum 135 gsm**) and must contain the entity name and logo, international contact details, carefully edited pictures of the products, description of products and the international specifications.
- b. **Customs & Excise Registration Certificate** - Businesses/individuals applying for EMIA assistance must be registered with the Commissioner of Customs & Excise (SARS) **as exporters and importers**. A copy of the registration certificate must be attached to all applications. Contact Customs & Excise: (Tel: 0800 00 7277).
- c. **Original valid Tax Clearance Certificate** - An original valid Tax Clearance Certificate must accompany all applications for assistance under the National Pavilions programme of EMIA. Applications will not be considered if a valid/original tax clearance certificate is not submitted with the application. Applicants must ensure that the Tax Clearance Certificate is valid.
- d. **Certificate of Incorporation/Partner Agreement** - A copy of the Certificate of Incorporation (Ltd, (Pty) Ltd. and CC) or a copy of the Partnership Agreement or in the case of a sole proprietor a **copy of a South African identity document** (Foreigners must submit copies of their passports and proof of registration with the South African Revenue Services). The documentation should include a copy of the original Certificate of Incorporation and Certificate/s of all name changes effected pertaining to the company.
- e. A copy of the traveller's passport will suffice in confirming the full details (names of the traveller). Therefore a **certified** copy is not required.
- f. A valid copy of the passport of the representative of the firm to be travelling to the exhibition (*for foreign exhibitions only*).
- g. In the case of a **Commission Agent**, agency agreements and brochures from 3 manufacturing entities represented and letters confirming permission to represent these entities with the application. These letters of representation must be signed by the relevant MD/CEO/Owner of the firm and state that the agent can represent them.
- h. In cases where an **Export Trading House** is exporting wine in bulk form, a letter from the estate/winery indicating that the firm or individual who are trading in bulk wine has purchased bulk wine, indicating the variety and volume purchased.
- i. A business, which focuses on the promotion of export trade through the marketing of products of different manufacturers (**Export Trading House**), is required to submit 3 product brochures of at least 3 manufacturing entities represented and letters confirming

permission to represent these firms with the application. These letters of representation must be signed by the relevant MD/CEO/Owner of the firm and state that the Export Trading House can represent them. Letters must also include confirmation of previous purchases by the Export Trading House (quantity and value of the purchases).

- j. Entities that are outsourcing their manufacturing process will be subjected to a site visit to verify the manufacturing processes, if deemed necessary, before the approval of the EMIA application.
- k. **Financial Statements** - Applicants are required to provide the latest audited financial statements/a letter from the accounting officer confirming operational assets, turnover and number of permanent employees/ three months bank statement. In the case where financial statements are not yet available after a period of six months from the financial year-end of the company, EMIA may require interim financial statements pertaining to the full financial year of the entity when deemed necessary. Sole Proprietors are no longer required to provide the latest bank statements for the last three months.
- l. Should EMIA applicants be unable to submit the latest financial statements/a letter from the accounting officer confirming the operational assets, turnover and operational assets / a three month bank statements with their applications for EMIA funding, the entity will be classified as an “Other-Sized” entity. Further to this, entities established as partnerships, must submit their latest audited financial statements with their applications for EMIA funding. Should the latest audited financial statements not be available, a letter from the entity’s external auditors confirming its turnover, fixed assets and number of permanent employees as verified through an agreed on process must be submitted with the application.
- m. **Company Profile/Images** – all applicants lodging applications to participate on National Pavilions must submit a company profile as well as the company logo in a high resolution (at least 300 dpi) in electronic format on CD with their application according to the template attached to the application form. Please also submit electronic images/product images in high resolution (at least 300dpi). These profiles and images will be used in the production of the National Pavilion brochure and branding for the particular event.

13. NATIONAL PAVILIONS CLAIMS - RULES

- a. Customers will forfeit the “in principle”-approval granted to them if they do not submit the claim form and all supporting documentation within **three (3) months** after the date of return from the approved business destination.
- b. The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within **three (3) months** after the date of return from the approved business destination. **Incomplete claims and claim items received after the three (3) months will be rejected without exception.**
- c. EMIA will accept a copy of the “E-Ticket”, provided it is accompanied by proof of the exit and entry date stamps from and into South Africa or the original/certified copies of the boarding passes complete set from/to the event. **Please ensure that the traveller retains his/her boarding passes.** If EMIA purchased the air ticket, a copy of E-Ticket is not required.
- d. Where passports do not have an entry and exit stamp, because they were not scanned at customs, a claimant will have to submit boarding passes as proof of entry/exit into or out of South Africa.
- e. Should approved exhibitors drive to exhibitions e.g. Zimbabwe and Zambia, all entry/exit stamps to/from the National Pavilion venue must be submitted with the claim in order to qualify for the reimbursement of the claim.
- f. A Claims helpdesk is available within EMIA to assist you with the completion of your claim forms and the identification of documents required for the claim submission. Please utilise this facility to ease the process by contacting Ms Nkateko Ngobeni on telephone: 012 394-5612
- g. A copy of the approval letter and a cancelled cheque is no longer required to be submitted with the claim form. However, the exhibitor must ensure that he/she signs the approval letter and return it to **the dti** within the time specified on the approval letter once notified of his/her approval.
- h. **Proof of payment** (in the name of the approved entity and in the form of original/certified bank statements, stamped by the bank) **of the relevant costs incurred during the visit should be provided.**
- i. EMIA will forward a claim for payment by **the dti** Financial Accounting Unit within 20 working days from receipt of a complete claim with all required supporting documents.
- j. **the dti** Financial Accounting Unit has committed to a turn-around time of 9 working days to effect the payment.

- k. **The only acceptable means of payment are:**
- Cheque,
 - Bank draft,
 - Credit card, or
 - Electronic banking transfer (Bank statements, electronic bank transfers and Credit Card payments must reflect the name of the beneficiary).
- l. In cases where an air ticket was paid by the exhibitor and the bank statements do not reflect the name of the beneficiary, then it should at least contain the e-ticket number as well as an invoice received from the service provider which must also be submitted.
- m. The following forms of payment will not be considered for reimbursement:
- Cash payments
 - Third Party payments
 - Traveller's cheques
- n. Should a traveller not return to South Africa immediately after the event and decide to remain abroad for some time, the claim will only be valid within the particular financial year (i.e. April- March) and must therefore be claimed within this period. Amounts not claimed within the same financial year will not be able to be claimed in the following financial year, except for those firms, which participated in events during the last three months of the financial year, i.e. January –March. Firms that participated in events from January to March, have to submit their claims before 30 June of the particular year. Failure to lodge the claim before 30 June will result in the firm forfeiting the benefit and the claim being rejected.

14. PREFERRED SERVICE PROVIDERS

In order to improve the efficiency of the scheme and to provide increased service levels to customers, Trade Investment South Africa has appointed Preferred Service Providers (PSP's), to the EMIA scheme, for the provision of Travel and Freight Forwarding services.

FREIGHT FORWARDING:

the dti will advise on the newly appointed freight forwarders.

AIR TRAVEL:

| Company | Contact person | Phone | Email |
|------------------------|---|---|--|
| Magic Travel (Pty) Ltd | Ms Georgie van Niekerk Ms Nelly Mathunda | Tel: 012 341 4207 Fax: 086 677 3012 | georgie@mtravel.co.za nelly@mtravel.co.za |
| Travel with Flair | Ms Elizabeth Yalias-Phyffer Ms Julie Tol | Tel: 012 997 6488 Fax: 012 997 6490 | elizabethp@twf.co.za Julie@twf.co.za |
| Wings Naledi Travel | Ms Zinhle Ndlovu | Tel : 011 292 5273 Fax: 012 392 5227 | Zinhle.Ndlovu@wings.travel |

AIR-TICKET BOOKING PROCEDURE

- a. EMIA participants may either purchase air tickets from one of EMIA's Preferred Service Providers/direct from their preferred service provider provided the amount of the ticket is within the amount quoted by the dti's preferred service providers or directly from the relevant airline. However, should the air ticket be booked and paid for directly through the airline, the proof of payment must clearly reflect the name of the airline and/or the number of the e-ticket. Proof must also be submitted that the air ticket was not purchased with voyager and/or any other travel miles or benefits.
- b. In cases where an air ticket was paid by the exhibitor and the bank statements do not reflect the name of the beneficiary, then it should at least contain the e-ticket number as well as an invoice received from the service provider which must also be submitted.

- c. **the dti** will make a provisional reservation with the travel agent for the traveler from the firm. Details of the reservation in the name of the traveler from the firm, together with the price of the air ticket, which will be purchased by **the dti**, are then forwarded to the firm.
- d. **the dti** then issues an order to the travel agent to issue the tickets for the indicated travelers from the approved firms.
- e. The firm is then given a maximum of 3 working days (unless indicated for a shorter time) to contact the travel agent to confirm the reservation and to have the ticket issued by the travel agent. Failure to confirm the reservation and have the ticket issued will result in the reservation being cancelled. In this case the firm will be liable for any additional costs for the air ticket of the traveler. **the dti** will therefore only cover the costs of the approved ticket amount.
- f. **the dti** covers the costs of the tickets for the shortest / most direct route and for the bookings on the dates relative to the exhibition. Any costs as a result of changes to the booking/deviation to the route and dates are for the firm's own account and must be settled directly with the travel agent.
- g. Should an exhibitor request the appointed travel agent to cancel an air ticket, which has **already been issued**, **the cancellation fee as well as the cost of a new ticket, will be solely for the exhibitor's account**. EMIA will not provide financial assistance in terms of an air ticket, which has been cancelled and re-issued. The exhibiting firm must also confirm in writing to Director: Export Marketing, the new traveler's details and that this traveler has decision-making capacity.
- h. Should the exhibitor not be able to travel and the air ticket **has not been issued** then a letter from the firm's Chief Executive Officer/Managing Director should be forwarded to the Director: Export Marketing, indicating the following:
 - Reasons why the traveller is unable to travel to the event;
 - Confirming the name and designation of the new traveller;
 - Confirmation that the new traveller is a full-time employee of the firm;
 - Confirmation that the new traveller has decision-making capacity; and
 - A certified copy of the new traveller's passport.
- i. On approval of an application the participant(s) must supply the Travel Agent with the following:
 - Credit Card details or
 - A deposit equivalent to the cancellation fee.

j. Customer Responsibility

Should changes in the final booking occur due to:

An approved applicant/s cancelling his/her/their participation

- a. An approved applicant/s changing its/their participant's name; and these result in changes to the costs of the booking, in the form of higher prices per ticket, **the dti** will not be responsible for the payment of the increased prices. The applicant(s) will bear the cancellation fee and any additional costs.
- b. All that is required from the customer is to arrange for the issue and delivery of his/her ticket from the service provider.
- c. EMIA will not consider claims in respect of travelling expenses where **the dti** Preferred Service Provider was not utilised.
- d. EMIA will not be responsible for any service fees/administrative fees charged by the Preferred Service Providers or for cancellation fees which are incurred due to travel deviations. All these additional costs must be borne by the customer. Please note that at the time of booking/issuing of ticket the PSP's will request your banking details in order to facilitate these transactions.
- e. **Please note that the dti is not allowed to provide travel insurance related to the air ticket.** The exhibitor is responsible to contact the travel agent to arrange travel insurance. The insurance costs will solely be for the exhibitor's account.

Preferred Service Provider: Disclaimer

Please note that EMIA does not accept any liability relating to the non-performance or service delivery of the appointed Preferred Service Providers pertaining to the transport of samples or air and travel arrangements.

Indemnity:

The participant indemnifies and shall hold harmless **the dti** against any claims, damages, expenses and costs (including those asserted by third parties) directly or indirectly related to this National Pavilions and the Export Marketing and Investment Assistance provided to the participant by **the dti**, in delict, for breach of statutory duty or otherwise.

15. HOW TO CORRESPOND WITH EMIA

- **When communicating by fax:**
 - Use a fax coversheet and indicate clearly:
 - i. The number of pages
 - ii. Event
 - iii. Date of event / trip
 - Clearly indicate the name of the person the fax is intended for.
 - Clearly indicate the purpose of the fax e.g., additional information.
 - **Always include the letter of approval or acknowledgement with all mail.**
 - Faxed copies of additional information must contain the details of your company.
 - **Postal and courier correspondence must be properly addressed to:**

| | |
|--|---|
| EMIA Division (National Pavilions) Building A, Ground floor 77 Robert Sobukwe (Meintjies) Street Sunnyside, Pretoria, 0002 | EMIA Division (National Pavilions) Private Bag x 84 Pretoria 0001 |
|--|---|

How to Contact the EMIA Administrators

the dti Call Center

For general EMIA information contact: 0861 843 384

Website: www.thedti.gov.za

Applications Customer Care Line

Enquiries related to status of applications, clarification of rules, request for application forms:

| | |
|-------------------------------------|---|
| National Pavilions: (012) 394 5970 | Individual Exhibitions; PMR: (012) 394 1526 |
| Group Missions: (012) 394 3519 | Individual Missions; FDI: (012) 394 1526 |

Claims Customer Care Line

Enquiries related to the status of claims, request for Claim forms:

| | |
|------------------------------------|---|
| National Pavilions: (012) 394 3028 | Individual Exhibitions; PMR: (012) 394 1042 |
| Group Missions: (012) 394 3028 | Individual Missions; FDI: (012) 394 1042 |

16. DEFINITIONS & TERMINOLOGY

EXPORT TRADING HOUSE (representing at least three manufacturing entities in the same sector)

A business, which focuses on the promotion of export-trade through the marketing of products procured from different manufacturers of the same sector. The principle/manufacturer is not allowed to participate simultaneously with the agent.

COMMISSION AGENT (representing at least three manufacturing entities in the same sector)

A commission agent must have agency agreements with three local manufacturers of the same sector for the promotion of manufacturer's products in the export market.

The principle/manufacturer is not allowed to participate simultaneously with the agent.

Manufacturer includes growers of fruit, vegetables and other plant material.

SMALL, MEDIUM AND MICRO-SIZED EXPORTERS – SMME's

SMME's must be privately, independently or co-operatively owned and managed, and must comply with any two of the following quantitative criteria:

- Total annual turnover must be less than R40 million.
- Total assets excluding fixed property must be less than R15 million.
- Less than 200 full time employees.

HISTORICALLY DISADVANTAGED INDIVIDUALS - HDI's

For a business to qualify as a historically disadvantaged business, it must: be:

- a SMME and of South African nationality
- at least 51% of the business must be owned by black person(s), women or disabled person(s)

OTHER SIZED BUSINESSES

Businesses that do not qualify under the definition of an SMME as stipulated by the EMIA Scheme.

HS – CODE (Harmonised System Code)

An international code used to classify products that are imported and exported.

The HS - Code or Tariff Heading can be obtained from: Customs & Excise – Telephone: (012) 422 4000.

VALUE-ADDED PRODUCT

A value-added product is a product by which a South African business has increased the value of a product manufactured with a minimum of 35% throughout the production process and can include the following:

- Production costs, Overheads;
- Direct labour (paid in SA);
- Materials (less imported content).

This however **excludes** the following:

- Royalties / licensing fees, Packaging, Cartage / transport
- Marketing / selling costs, Profit, Commissions / taxes / duties.

The minimum requirement is that the last process of manufacturing / production should be performed in South Africa, but that it should include value addition.

This excludes South African services.

SUBSISTENCE ALLOWANCE

The daily subsistence allowance is provided to cover a portion of the hotel accommodation, meals, taxi fares, telephone calls, etc.

BLACK OWNED ENTERPRISES

The balanced score card approach is followed when making reference to an entity's affirmative action record and status:

- Black Owned Enterprise - 50.1% ownership and substantial management control
- Black Empowered Entity - 25.1% ownership and substantial management control
- Black Woman Owned Entity - 25.1% representation by a black woman within the black equity and management portion.

EXHIBITION COSTS

The exhibition and related costs relative to National Pavilion relates to all costs for services provided by exhibition organisers, sub-contractors and experts to realise National Pavilions successfully.

Complaints about poor service delivery please contact the Director: Ernest Moagi in writing on fax: 012 394 0114/7 or e-mail: emoaqi@thedti.gov.za.