



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EMIA EXPORT MARKETING & INVESTMENT ASSISTANCE

Group Outward Trade Mission Guidelines

1 April 2011

Updated Annually

Contents

Description	Page No.
1. The Export Marketing & Investment Assistance Scheme (EMIA)	3
2. Group Trade Missions	3
3.EMIA Generic Qualifying Criteria	3
4.EMIA Group Missions Criteria	3
5. Who Qualifies for EMIA Assistance	4
6. Related Parties	5
7.1. Group Outward Selling / Investment Mission Assistance	7
7.2. Export / Investment Seminars and Conferences	9
7.3. Market Research Mission Assistance	9
7.4. Lobbying / Bidding Mission Assistance	10
8. Market Development Assistance	10
9. Emerging Exporter Assistance	12
10. Rules	13
11. Supplementary Information and Documentation	15
12. Mission Plans	18
13. Mission Reporting	19
14. Group Mission Claims – Rules	21
15. Preferred Service Providers	23
16. How to Correspond with EMIA	25
17. Definitions and Terminology	26

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. GROUP TRADE MISSIONS

Trade missions as an export promotion tool, serves a number of purposes. Firstly it attempts to introduce local firms to new markets or existing markets with the aim of either gaining entry into that market or for purposes of strengthening existing networks within a particular market. Secondly it assists local firms to exploit the number of Free trade, Bi-lateral and Multi-lateral agreements, which have been negotiated between SA and the rest of the world.

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 country
- d. Potential 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 per each EMIA offering

4. EMIA GROUP MISSIONS CRITERIA

- a. The organising body must be a recognised industry association such as Chambers of Commerce, Industry Associations, Provincial Investment Promotion Agencies (PIPA's), Export Councils, Export Clubs consisting of at least three or more exporting companies from the same sector, Joint Action Groups, Provincial and Local Government or **the dti**.
- The mission must be aligned with **the dti's** sector strategy.

- Missions should be confined to small manageable groups of **3** or more registered exporters including the leader of the mission. The maximum number of participants will depend on the budget agreed upon between EMIA and the mission organisers.
- Only one business executive with contracting authority per registered exporter will qualify for the mission. The representative should be a senior executive with the necessary authority to conclude contracts on behalf of the firm.

5. WHO QUALIFIES FOR EMIA ASSISTANCE

- a. **South African manufacturers of products** including SMME, HDI and Other-size businesses who are registered with the South African Revenue Services;
- b. **South African export trading houses** representing at least three manufacturing entities of the same sector.
- c. **South African commission agents** representing at least three manufacturing entities of the same sector.
- d. **South African Export Councils**, Industry Associations and Joint Action Groups;
- e. **South African** registered **Cooperatives** exporting agricultural, arts and crafts products.
- f. **Entities that are outsourcing** their manufacturing process will only qualify on submission of:
 - Formal outsourcing agreements 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 MD / CEO / Owner from the outsourced entity 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 responsible for EMIA. Please see definition of related parties on page 5 of this document.
- h. **Provincial Investment and Trade Promotion Agencies**, Local Provincial Government and recognised Export Clubs do not qualify for Group Mission assistance when organising the event, but would qualify for Mission assistance should they participate on invitation in Missions organised by other stakeholders, such as International Trade Initiatives (ITI's).
- i. **Owners / Trainers / Breeders or Bloodstock Agents** pertaining to the Equine industry. However, should Trainers / Breeders or Bloodstock Agents attend on behalf of the actual horse owners, these entities should represent at least 5 owners

and must submit letters from the relevant owners permitting them to represent the owner during the Mission.

j. 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; and
- Pre-qualified tourism.

6. 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.

7.1. GROUP OUTWARD SELLING / INVESTMENT MISSION ASSISTANCE

Assistance is provided to South African exporters who wish to make contact with foreign buyers with a view to conclude new export orders (Outward Selling Missions) or South African enterprises wishing to encourage and attract foreign direct investment into South Africa (Outward Investment Missions).

<p>Economy Class return airfare</p> <ul style="list-style-type: none"> ▪ HDI's & SMME's ▪ Other sized businesses ▪ In case of specialised missions involving, for example, capital projects, the mission may be comprised of a project team from the same company, subject to the discretion of the director responsible for EMIA. 	<p>100% to maximum of R 13,000.00 50% to a maximum of R 6,500.00</p>
<p>Subsistence allowance</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses ▪ Up to 15 days allowed 	<p>R 2,000.00 / day</p>
<p>Transport of samples</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses 	<p>R 2,000.00 (Excess baggage only)</p>
<p>Freight Forwarding – International Trade Initiatives only.</p> <ul style="list-style-type: none"> ▪ HDI's, SMME's & Other sized businesses 	<p>Freight forwarding of the display material / samples up to a maximum of 2,000kg or 3 cubic meters by sea or 300 kg chargeable weight by air freight. Road freight of samples and display material to maximum of 1,000kg or 2 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. In certain cases, the dti may authorise freight costs that exceed the above guideline (e.g. Capital equipment and other large goods). Should the freight returned to South Africa be more than the freight originally forwarded to the exhibition / ITI, 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.</p>

<p>Venue Hire and catering – International Trade Initiatives only.</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> - Seminar / conference / exhibition venue hire for the duration of the ITI, should a mini exhibition and/or trade seminar form part of the ITI. - Shell scheme package for the mini exhibition if required (excludes any stand designs) - Catering i.e. lunch for the conference / seminar (approved delegates only). <p>Benefits exclude:</p> <ul style="list-style-type: none"> - Any additional goods and services such as stand building, stand designs, furniture, security, electricity, internet connectivity etc.
<p>Mission Brochure</p> <ul style="list-style-type: none"> ▪ Should contain critical information of the companies participating in the mission, such as products, capacity, export history etc. to be forwarded to potential buyers in the country to be visited. ▪ Mission organisers to submit at least three quotes with the EMIA application. ▪ Only applicable to missions consisting of 5 or more participants. ▪ Branding of the brochures to comply with the dti requirements and to be approved by the responsible Director for EMIA before sending it to print. ▪ Available to external stakeholders/Mission Organisers only. 	<p style="text-align: center;">80% of the cost up to R 50,000.00</p>
<p>Business facilitation fees for B2B meetings Requests for this benefit must be fully motivated by the relevant Mission Organiser / Foreign Economic Representative / Export Council / Industry Association for the payment of business facilitation fees to facilitate a match-making process with appropriate B2B meetings. At least three quotations must be submitted and a maximum amount of R 200,000.00 will be considered.</p>	<p style="text-align: center;">R 200,000.00</p>
<p>Export Readiness Assistance</p> <ul style="list-style-type: none"> - Support to HDI entities to improve their effectiveness in participating in National Pavilions and Group Trade Missions. - Qualifying organisations can apply for specific interventions to get HDI companies export ready (institutionally as well as the product). 	<p style="text-align: center;">Up to R 100,000.00 per qualifying entity to ensue export readiness</p>

RULES AND CRITERIA – EXPORT READINESS ASSISTANCE

- The project should form part of a planned National Pavilion or Group Trade Mission;
- Applications for the intervention/s should reach **the dti** at least 2 months before the commencement of the project;
- The intervention should be a recognised intervention and 3 quotations should be submitted from at least 3 recognised service providers who has experience in the specific sector area; and
- All applications should be accompanied by a project plan with key deliverables and due dates.

7.2. EXPORT / INVESTMENT SEMINARS AND CONFERENCES

Economy class return airfare	50% to maximum of R 6,500.00
Subsistence allowance <ul style="list-style-type: none">▪ Hotel accommodation for a maximum of 3 days.	50% to maximum of R 1,000.00 per day
Transport of samples <ul style="list-style-type: none">▪ HDI's, SMME's & Other sized businesses	R 1,000.00 (Excess baggage only)

* **Note:** This offering is only available to South African Industry Representatives i.e. Export Councils who have to attend / participate in Export / Investment Conferences and Seminars in order to deliver papers on industry specific topics.

7.3. MARKET RESEARCH MISSION ASSISTANCE

Market Research Missions would be utilised by economic sectors / industries who wish to explore opportunities in new markets and to gain intelligence in terms of market access; entry barriers, competitors, best practice etc.

These missions would be limited to a small number (max. 3) exporters, including the Organiser, who would visit a new / unknown foreign market with the view of gathering intelligence on a new product to be sold in that market in order to decide whether to pursue exports to these markets or not. Itineraries / programs for these missions would be more group orientated, as the objective of the mission would be to gather information and not to close business deals.

7.4. LOBBYING / BIDDING MISSION ASSISTANCE

Lobbying / Bidding Missions would be utilised by the:

- Contracting & Consulting Engineers;
- Capital Goods;
- Electro technical; and
- Tourism industries,

to lobby / bid for international projects or the hosting of major international events. These would include missions to the World Bank, African Development Bank etc. Bidding Missions would also include the hosting of international inspection committees who have to visit South Africa as part of the Bidding process.

Financial benefits for these offerings would remain the same as for the current Outward Selling / Investment Mission Offering.

8. MARKET DEVELOPMENT ASSISTANCE

Description of Offering	Description of benefit
<p>Market Development Assistance The Group Missions Offering is expanded to include business facilitation fees to cover:</p> <ul style="list-style-type: none"> ▪ Market Research; ▪ International market visits; ▪ Promotional material <ul style="list-style-type: none"> - facilitation & design costs only for literature, dvds, websites etc.; ▪ Inward buyers' travel costs to South Africa; ▪ Product development fees <ul style="list-style-type: none"> - facilitation fees & expenses for design audits & product design only; ▪ Product testing <ul style="list-style-type: none"> - testing fees only; ▪ Packaging design <ul style="list-style-type: none"> - designing fees only; ▪ Product efficiency <ul style="list-style-type: none"> - facilitation fees & related costs for the improvement of production techniques only; ▪ Quality management improvement <ul style="list-style-type: none"> - facilitation fees & expenses for the improvement / installation of quality management systems only. 	<p>Funding is capped at R 600,000.00 for the duration of the study & includes:</p> <ul style="list-style-type: none"> - Business facilitation fees & related expenses; - Travel benefits (as per normal EMIA approved benefits); - Service fees and expenses are capped at R 150,000.00 per activity; - Only HDI / SMMEs (80/20 principle) qualify for assistance.

RULES AND CRITERIA – MARKET DEVELOPMENT ASSISTANCE

- Entities can only apply for this funding twice in 4 years and funding will only be considered once in 4 years for a specific market / country.
- Approval is conditional to a site inspection.
- All procurement policies of **the dti** must be adhered to and applications must be supported by three comparative quotes. All service providers should be registered members of a professional body.
- HDI / SMME entities must be export ready (will be verified through site visits), must preferably be established in the local market, trading for at least 24 months and be financially sound and profitable.
- A detailed business plan including a company profile with background information, present situation, ownership, product / service information, financial situation of the entity, profitability, present markets, business objectives (what / how / by when / impact), list of actions to be funded (justified by full motivation), market development enhancement (how will the funding assist with developing the new market), key competitive issues in the market and how the funding will address these.
- In the event of the applying entity going into liquidation or receivership, or having its character substantially changed before payment, the cost sharing benefit may be withdrawn, at the discretion of EMIA.
- By accepting the funding, entities also accept the obligation to report business progress to EMIA as requested, in order to measure the impact of the scheme.
- Entities must confirm in writing that they have not and will not receive any financial support from any other source for those activities funded by EMIA.
- No upfront payments will be made.

RULES AND CRITERIA – MARKET DEVELOPMENT ASSISTANCE CLAIMS

- All approval and payments are subject to the availability of funds.
- The approved cost sharing activities and the period within which they must be carried out will be stated in the letter of approval/undertaking. Any subsequent changes to the approved and the schedule must be approved in writing in advance. (Applicable for Product Development Marketing)
- All grants will be paid retrospectively following completion of the approved activity against adequate evidence of completion and payment. These requirements and verifiable deliverables will be specified in the letter of approval.
- Responsibility for claiming payments rests with the beneficiary company, unless claims are made within the specified period, funds may be relocated.
- Verification of costs will be through the submission of original invoices and receipts or certified copies. Claims for travel costs must include the air tickets (and boarding passes) for air travel and the grant will be calculated on the basis of fifty percent of

the return economy fare or fifty percent of the actual expenditure whichever is the lesser (***applicable only to Product Development claims***).

- Payment will only be made for the activities specified in the letter of approval/undertaking. Firms wish to change these activities must apply in writing in advance.
- Payment is subject to the submission of a detailed market research report adhering to/including the following:
 - market segmentation
 - potential buyers
 - competitors
 - pricing
 - current imports
 - No web downloads etc. will be considered
 - The market research report is to become the property of **the dti**.
 - Benefits for promotional material are limited to facilitation and design costs for literature, dvd's, websites etc.

9. EMERGING EXPORTER ASSISTANCE

An emerging exporter is an HDI entity such as a CC, Partnership, Sole Proprietor or Cooperative that:

- 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
• Economy Class return airfare	100% of the total cost
• Subsistence allowance or payment of accommodation and meals.	100% of total costs (dinner, bed and breakfast as well as ground transport)
• Freight for ITI's	100% of total costs as per normal EMIA benefits
• 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 HDI 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

- a. 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.
- b. No EMIA incentives are available for the period from 10 December up to and including 10 January of each year.
- c. EMIA schemes are mutually exclusive and benefits are not available for 2 different EMIA offerings to the same event i.e. Group Mission assistance to visit an international exhibition where the dti already funds a National Pavilion. This rule does however not apply when a National Pavilion is oversubscribed, where the entity applied under SSAS funding for emerging exporters or for International Trade

Initiatives (ITI's), but limited to one ITI per region annually, approved by the DDG: TISA. No back-to-back (circuit of events) assistance will be made available and entities can therefore not apply for more than 1 EMIA offering for events in the same City/Country taking place consecutively.

- d. 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.
- e. The submission of misleading information or abuse of any of the EMIA assistance schemes by entities / person(s) representing an entity and found guilty of any criminal offence relating to EMIA i.e. fraud may lead to such entities/person (s) representing an entity being excluded from further assistance under the EMIA scheme of **the dti** for a period of five years. Entities who fail to submit their 6-month report back questionnaires will remain excluded for a period of 2 years from the date of the exclusion letter.
- f. Should incidences of misconduct / misbehaviour during EMIA funded events be reported to / 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 for a period of two years from the date of the exclusion letter.
EMIA officials further have the authority to remove any person who makes themselves guilty of misconduct during EMIA funded events.
- g. Substantiating information (such as the SAD 500 form) may be requested to verify export sales, especially for EMIA funded events / Missions previously attended.
- h. 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 relevant Director responsible for EMIA.
- i. All applications for Group Mission assistance must be submitted at least 2 months prior to the departure date of the mission (Outward Missions) or commencement date of the event / mission (Inward Missions).
- j. All entities applying for EMIA funding might be subject to a site visit being conducted and signing of the application form will constitute an acknowledgement that the applying entity is in agreement with these terms.
- k. Freight forwarding of display material / samples up to a maximum of 2,000 kg or 3 cubic meters by sea or 300 kg chargeable weight by air freight. Road freight of samples and display material to maximum of 1,000 kg or 2 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. In certain cases, **the dti** may authorise freight costs that exceed the above guideline (e.g. Capital equipment and other large goods for Outward Bound Missions (ITI's). In the event where the freight returned to South Africa is more than the freight originally forwarded to the exhibition / ITI, 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.

- i. Payment of a refundable deposit of R 2,500.00 is required by Mission Organisers who wish to have their Missions registered on the Missions List.
 - Should the Mission be postponed / cancelled less than 2 months prior to the scheduled Mission dates, the deposit will be forfeited.
 - Should a Mission further be postponed more than twice, it would also be viewed as a cancellation and the deposit forfeited.

The only grounds for exceptions would be:

- Political unrest and/or acts of war
 - Actions of nature
 - Illness and/or death
 - Where the foreign host indicate in writing that the scheduled time of the visit is no longer suitable.
- m. EMIA assistance can be re-evaluated where entities have participated in a specific event / show / Mission 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 Group Missions.
 - n. DECISIONS BASED ON NON-ADHERENCE TO RULES AND / OR CRITERIA CANNOT BE APPEALED.

11. SUPPLEMENRATARY INFORMATION AND DOCUMENTATION

The following supplementary information and documentation are required with the OSM / OIM application TO BE SUBMITTED 2 MONTHS PRIOR TO THE DEPARTURE DATE OF THE MISSION.

- a. A detailed motivation for the mission, including:
 - brief overview and background of the mission
 - the Contact and involvement of Foreign Offices
 - once completed, how will the mission support the mandate of sustainable SME development
 - what objectives will be achieved as a result of the mission (clear, measurable objectives and outcomes)?

** Please refer to the detailed mission motivation template available.*

- b. An original, current / valid Tax Clearance Certificate to be submitted with the application only in special cases where EMIA makes upfront payments for travel. Where upfront payments are not made by EMIA, Tax Clearance Certificates are to

be submitted with claims (if not available on the Master File or expired at the time of submission of the claim). In instances where SARS is not able to issue a Tax Clearance certificate to a company due to outstanding taxes, an IT88 form may be submitted with the claim. The value of the claim, owed to SARS, by the EMIA applicant, will be ceded to SARS.

- c. Entities/individuals applying for EMIA assistance must be registered with the Commissioner of Customs and Excise (SARS) as **exporters and importers**. A copy of an exporter registration certificate must be attached to all applications. Services oriented companies are exempted from this requirement. Contact SARS on 0800 00 7277 (Customs). This rule does not apply to owners / trainers / breeders / bloodstock agents in the Equine industry.
- d. A copy of the Certificate of Incorporation (Ltd, Pty Ltd and CC), Name Change certificate, Trust/Founding statement, Articles of Association or a copy of the Partnership Agreement or in the case of a sole proprietor a certified copy of a South African identity document.
- e. A copy of a valid passport of the traveller representing the entity.
- f. A full colour / corporate brochure / CD ROM of the products or services manufactured or marketed by the company - The brochure must be printed on good quality paper (**art gloss stock, minimum 135 gsms**) and must contain the following information:
 - The entity name and logo
 - International contact details
 - Carefully edited pictures of the products
 - Description of products and the international specifications.

** Please note: faxed copies will not be accepted.*

- g. Applicants (Pty Ltd / CC) are required to provide the entity's latest audited financial statements prepared and signed off by registered accountants / auditors. Should the latest audited financial statements not be available the following will apply / should be submitted: The registered Accountant / Auditors must supply written reasons for the non-availability of the latest statements as well as confirm the entity's turnover, operational assets and number of full time employees. The complete, audited financial statements of the previous financial year must accompany these interim statements. Entities established as Partnerships must submit the 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 process must be submitted with the application.

Entities that are unable to submit either the latest audited financial statements or EMIA compliant interim statements with their applications for EMIA funding will be classified as “Other-sized” entities.

- j. In the case of a commission agent, agency agreements from 3 manufacturing entities being represented by the Commission Agent. Commission agents must also submit details and product brochures for the 3 manufacturing entities being represented as well as letters confirming permission to represent these entities.
- k. In the case of an export trading house, the relevant MD/CEO/Owner of the entity must sign letters of representation and state that the Export Trading House can represent them. Letters must also include confirmation of purchases by the Export Trading House, quantity and value of the purchases. In the case of an export trading house exporting bulk wine, a letter from the estate / winery (CEO/MD) indicating that the company or individual trading in bulk wine has purchased bulk wine must be submitted, confirming the variety and volume purchased.
- l. Organisers / applicants must submit a detailed mission plan at least one week prior to the departure date of the mission, with verifiable contact details and addresses of businesses to be visited as well as company profiles for each of the foreign entities to be visited in order to verify the sector and products which the entity is trading in. The profile can be in the form of a website address (info in English) or a one-page description of the entity including products to be sourced. Note: a subsistence allowance will not be paid (i) for weekends and public holidays, unless confirmed meetings have been scheduled for these days and (ii) subsistence will only be reimbursed for the last day of the mission, should the delegate/s attend scheduled meetings on the day of their departure.
- m. A detailed business plan (For Outward Investment Missions only).
- n. Applicants who wish to participate in State Visits (Presidential and Ministerial Missions only) should submit the following to be considered for funding:
 - A duly completed EMIA application form
 - An original, valid Tax Clearance certificate
 - Proof of products such as a CD-Rom or product brochure
 - Latest (audited) financial statements
 - Copy of a valid passport.
- o. **Conference / Seminar attendance**
 - 1. EMIA benefits will only be available to South African Industry Representatives i.e. Export Councils who wish to attend / participate in Export / Investment Conferences and Seminars and will be applicable to recognized international seminars and conferences focusing on export promotion or foreign direct investment recruitment with pre-scheduled business-to-business meetings.

2. The conference program, clearly indicating the nature and status of the conference, speakers, main and sub themes, must accompany applications for conferences.
3. Copies of conference proceedings, papers, plenary notes etc. must be submitted with claims.

12. MISSION PLANS

A. Submission of mission plans

Organisers of missions as well as each mission participant must ensure that a mission plan is submitted to **the dti** at least one week before the commencement date of a Mission with at least two business meetings per day for the duration of the Mission excluding weekends and public Holidays, which are not funded by EMIA. In addition to the mission plans, company profiles for foreign entities to be visited must be submitted in order to verify the sector and products which the entity is trading in. The profile can be in the form of a website address (info in English) or a one-page description of the entity including products to be sourced.

Should owners / trainers / breeders or bloodstock agents in the Equine industry attend horse racing events as oppose to a general Trade Mission, at least 4 business meetings per day should be attended for the duration of the Mission.

B. Group meetings

Group meetings during Outward Bound Missions will be permitted provided that they do not exceed a maximum of 3 group meetings per country for the duration of the Mission. Additional group meetings can be considered provided that a detailed motivation is submitted with the itinerary. Further to this, a maximum of 3 group briefings i.e. country briefings by Embassies / Chambers of Commerce, debriefing sessions or meetings with regulatory bodies per country would be allowed for the duration of the Mission. Bidding / Lobbying Missions do not have a limit to the number of group meetings / briefings for the duration of the Mission.

C. Factory and site visits

Should factory / site visits exceed a total nr of 3 for the duration of the Mission and/or take up the whole day of the Mission (instead of having the required 2 business meetings), it should be clearly motivated by the Mission Organiser and the reasons for the factory / site visits be supplied with the motivation. This would be applicable to both Inward and Outward Bound Missions

Multisectoral site visits should be capped at 3 factory / site visits per sector.

D. Presidential and Ministerial missions (including International Trade Initiatives)

Mission Plans are not required to be submitted for ITI's and official Missions. An official programme for the duration of the Mission, signed by the relevant Chief Director, can be submitted instead. Participants can therefore report on the actual meetings attended when submitting their EMIA claims for reimbursement.

E. Deviations from final Mission Plans

Should the Mission Plan submitted prior to departure from South Africa differ with more than 70% from the work schedule submitted with the EMIA claim for reimbursement, the responsible Mission Organiser will have to submit a detailed motivation and explanation to the EMIA Group Offerings Adjudication Committee for a decision. Internal stakeholders organising Group Missions must submit a detailed motivation and explanation from their respective Chief Director.

13. MISSIONS REPORTING

Please note that the following information is required by **the dti** prior to the Mission - a detailed report must be submitted at least two weeks before departure on activities and information prior to the event.

1. Prior to the event:

- Any special activities or promotions planned by the Organiser.
- Researches planned by the Organiser, if any specify.
- List of planned B2B meetings indicating the name of the Foreign Representative, full company name and contact details, as well as reasons for the meeting, objectives and ideal outcomes. Also indicate what new or existing business is (required one week before departure from South Africa).
- If it is a Market Research visit, please provide details of the research being planned and envisaged outcomes.
- If it is a mission to attend a conference or seminar, please indicate what the expected outcomes of your participation should be, what was achieved by your participation, who will benefit and how.

Please note that the following information is required by **the dti** after the event - a detailed motivation should be submitted to Trade and Investment South Africa at least **two months** from the date of your return on activities and information after the event.

- #### **2. Brief overview and background of the mission.**

3. Please list the objectives, key success factors and outcomes set for the mission.
- Were these met and what was the outcome of the mission? (If your answer is No or Yes please give details)
 - Were your personal business goals met on this visit?
 - Why / why not?
- (Please discuss each key success factor separately and in detail.)
4. **After the event:**
- Contact list of the meetings held with the potential distributors or importers and/or investors to promote the relevant industries. The following details should be included: name of company, contact person and designation, contact details and business/product interests.
 - Details of relevant trade leads obtained during the Mission to be submitted to EMIA (details should include: name of company, contact person and designation, contact details and business/product interests).
 - The competitive advantages of South African firms and their pricing assessed, versus current brands present in the target market.
 - A follow-up report on the successes achieved by the visit to be submitted to EMIA no later than six months after your return and this report must include progress on the trade leads obtained as listed above.
5. Kindly provide the following market intelligence obtained from participating in the mission:
- Accessibility of the market / tariff and non - tariff trade barriers
 - Competitors in the target market
 - Product need / demand
 - Pricing versus those of the competitors
 - Customer base
 - Supplier base
 - Recommendations to improve exports to the target market.
- Kindly also submit a Market Survey Report as outlined below.*
6. Please comment on overall satisfaction with:
- Business meetings arranged
 - Effectiveness of the EMIA administration process, e.g. forms, criteria, deadlines and turnaround times.

- Overall satisfaction with the mission.
- Would you like to participate in a similar mission?

7. Any other comments or areas of improvement.

Market Survey Report

The market survey report must include the following:

- Executive summary
- Current Economic Conditions
- Product description
- Production
- Foreign Trade Statistics
- Apparent Consumption
 - Export
 - Import
- Market Characteristics
 - Consumer preferences
 - Market segment
 - Conditions of acceptance
- Market Access
- Prices
- Distribution Channels
- Commercial practices
- Packaging & labelling
- Market prospects
- Competitor analysis
- Business conditions
- Regulatory environment.

Note: Failure to submit the detailed information as stipulated above, may lead to the respective mission organizer being excluded from further assistance under the EMIA scheme.

14. GROUP MISSION CLAIMS – RULES

- a. The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within **three months** of the date of return from the approved business destination. Incomplete claims and claim items received after the three months will be rejected without exception.

Customers will forfeit the in principle approval granted to them if they do not submit the claim form and all supporting documentation within three months after the date of return from the approved business destination.

- b. 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 Normelia Mashele on telephone: 012 394-1146.
- c. A comprehensive list of the claims documents required is given in Section C – Claim Checklist, on page 5 of the Claim form for Group Missions.
- d. **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.** Should the bank statement not reflect the name of the actual beneficiary i.e. relevant PSP, it should at least contain the e-ticket number as it appears on the e-ticket and invoice received from the travel agent / airline.
- e. EMIA will provide a letter of acknowledgement to the claimant within 48 working hours of receipt of the claim. This letter of acknowledgement must accompany all future correspondence with EMIA.
- f. EMIA will supply a notification of approval/rejection within 20 working days of a claim being submitted to EMIA.
- g. Upon approval notification, a customer should wait for 9 working days for EMIA's finance division to effect payment. EMIA's finance division has committed to this turnaround time of 9 working days in order to deliver on customer service.
- h. Quotations from the PSP's are no longer required with the EMIA application for Group Outward Bound Mission assistance, but approved participants are still responsible to book and pay their air tickets through either one of the EMIA PSP's or directly from the relevant airline. An original invoice from the airline as well as acceptable proof of payment for the air ticket must be submitted with the EMIA claim for reimbursement. 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.
- i. **The only acceptable means of payment are:**
 - i. Cheque,
 - ii. Bank draft,
 - iii. Credit card, or an
 - iv. Electronic banking transfer (Bank statements, electronic bank transfers and Credit Card payments must reflect the name of the beneficiary).
- j. **The following forms of payment will not be considered for reimbursement:**
 - i. Cash payments,
 - ii. Offset payments

- iii. Book entries,
 - iv. Third Party payments
 - v. Credit Notes,
 - vi. Traveller's cheques
- I. 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.

15. PREFERRED SERVICE PROVIDERS

In order to improve the efficiency of the scheme and to provide increased service levels to customers, **the dti** has appointed Preferred Service Providers (PSP's), to the EMIA scheme, for the provision of Travel services. These are suitably qualified firms who have been appointed, through a tender process, to provide specialised travel services to EMIA customers. Customers must make use of these Preferred Service Providers in order to qualify for reimbursement of their claims.

Company	Contact person	Phone	E-mail
Flight Specials Pretoria Travel	Ms Karin Rheeder Ms Melody Coetzee	Tel: 012 343 9120 Fax: 012 343 9129	kr.pretoriatravel@galileosa.co.za mc.pretoriatravel@galileosa.co.za
Flywell Travel	Ms Shakira Mukadam Ms Jeanne Mooloo	Tel: 012 374 2041-5 Fax: 012 374 0510	flypry@galileosa.co.za jeannem.flywelltravel@galileosa.co.za
Duma Travel	Ms Petronella Chiloane Ms Fiona Kandiro Ms Brunhilda Ellis Ms Portia Moeti	Tel : 086 011 1667 Fax: 086 536 4564 Fax: 086 682 4097 Fax: 086 677 3070 Fax: 086 673 7815	petronellac@dumatravel.co.za fionak@dumatravel.com brunhildae@dumatravel.com portiam@dumatravel.com

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 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 Trade Mission and the Export Marketing and Investment Assistance provided to the participant by **the dti**, in delict, for breach of statutory duty or otherwise.

Travel insurance:

Please note that **the dti** is not allowed to provide any travel insurance related to air tickets. It is each participating company's responsibility to contact the travel agent and to arrange for travel insurance. The cost of the insurance will also be for each participating company / organisation's own account.

Should EMIA approved entities not wish to make use of one of the Preferred Service Providers, the only other acceptable means of booking and purchasing air tickets is directly from the relevant airline e.g. SAA, Air France, KLM etc.

16. 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	EMIA Division
(Group Trade Missions)	(Group Trade Missions)
Building A, Ground floor	Private Bag x84
77 Meintjies Street	Pretoria
Sunnyside, Pretoria	0001
0002	

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 1195	Individual Exhibitions; PMR: (012) 394 1526
Group Missions: (012) 394 3136	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

Complaints about poor service delivery please contact the Director:

Christiaan Saaiman in writing on fax: 012 394 0114/7 or e-mail:

Csaaiman@thedti.gov.za.

17. 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 the manufacturer's products in the export market.

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

MANUFACTURER: includes growers of fresh fruit, vegetables and other plant material i.e. flowers.

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

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 in order 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.