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Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EMIA: Strategic Workshop 24 May 2013

Sector Specific Assistance Scheme For Emerging Exporters

James Koko



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Vision of the dti

A dynamic industrial, globally competitive South African economy, characterised by inclusive growth and development, decent employment and equity, built on the full potential of all citizens".



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EMIA Group Offerings

Group Participation	Individual Participation	Project Funding
National Pavilions	Individual Exhibitions	Sector Specific Assistance
Outward Investment and Selling Missions	Foreign Direct Investment and Primary Market Research	Capital Projects Feasibility Programme (CPFP)
Inward Buying and Investment Missions	Individual Inward Missions	



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Programme Description

The purpose of assistance under SSAS Project Funding for Emerging Exporters is to compensate the costs in respect of the activities aimed for the development of South African emerging exporters.



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Grant Approval

100% of the cost to a maximum of R1, 5 million per project on:

- Local and international air travel
- Accommodation: bedding, breakfast
- Ground transport
- Marketing materials
- Transport of samples (freight forwarding costs should exclude the cost of duties on products sold at the exhibition)
- Exhibition costs
- Specialised training such as one to one/group training in areas of product development, design colour trends, project management and specialised training, etc.
- The following costs will be considered as part of the project:
 - Insurance for the transport of samples
 - Bank charges
 - Publicity
 - Interpreting fees



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Grant Approval (cont.)

DESCRIPTION OF OFFERING	DESCRIPTION OF BENEFIT
Marketing material (eg. brochures, banners, CD / DVDs, pamphlets)	Maximum of R30,000 per project or R2,000 per exhibitor
Exhibition costs <ul style="list-style-type: none">- Rental of exhibition space- Construction of stand, excluding interior design- Telephone installation, excluding phone calls- Installment costs of Internet connection excluding costs charged for usage- Rental of essential furniture- Listing in official exhibition directory or registration fees- Electrical costs- Cleaning and security fees- Interpreting fees to a maximum of R1 000 to qualifying countries	100% of the costs to a maximum of R700,000 or R40,000 per exhibitor
Remaining amount to be utilised for other qualifying expenditure	



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Why SSAS: EE ?

All benefits will be paid up-front for qualifying individuals or entities, to the approved service providers and will include all qualifying expenditure as approved by the EMIA Adjudicating Committee such as travel, accommodation, exhibition costs and services, stand construction, brochures, freight related costs and any other relevant cost.



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Programme Objectives

- Develop an industry sector as a whole;
- Develop new export markets;
- Stimulate job creation;
- Broaden the export base;
- Propose solutions to factors inhibiting export growth; and
- Promote broader participation of black- owned business and SMMEs in the economy.



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Eligibility Criteria

Project Coordinator

- The following entities qualify for assistance:
- Export Councils established through application to the dti. An Export Council is a Section 21 (non-profit) company that represents the developmental and promotional objectives of a particular industry/industries on a national level.
- Industry Associations: representative of sectors or sub-sectors of industry prioritised for development and promotion by the dti, as determined by the relevant customised sector desk and export promotion.
- Provincial Investment and Economic Development Agencies
- Business Chambers
- Small Enterprise Development Agency (SEDA)
- Local Municipalities
- Metropolitan Councils



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Eligibility Criteria (cont.)

The scheme support the manufacturers and service entities in the following dti priority sectors:

- Agro-processing
- Automotive
- Creative industries
- Chemical allied industries
- Metals and allied industries
- Capital equipment and allied services
- Consulting engineers
- Civil engineering services
- Textile and clothing
- Film production
- Business process outsourcing services
- Electro-technical
- Pre-qualified ICT services
- Pre-qualified tourism services, only for investment purposes excluding real estate agents



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Limitation of Assistance

- Assistance is limited to entrepreneurs only. (Expenses relating to staff and consultants are excluded)
- The entities will participate four times in this programme and thereafter graduate and apply on the own for the offerings under the EMIA schemes
- Focuses on exhibition participation and missions only
- Minimum of 5 to a maximum of 20 entities will be assisted for a particular project.
- A product must have a local content of at least 35% to qualify for assistance
- All applications must be submitted at least three months prior to the commencement date of the event
- Participating enterprises are no longer required to pay commitment fee
- Participants will be allowed to arrive one day prior to the exhibition official starting date
- Only projects evaluated and supported by Trade Investments South Africa's Export Development Unit will be considered for approval by the Adjudication Committee



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Application Documentation

Individual Participants	Project Co-ordinator
A completed emerging exporters' application form	Original tax clearance certificate
A copy of the entity's exporter registration certificate from Customs and Excise	The Structured Exporter Development Programme
Proof of registration of the entity if it is a CC or (Pty) Ltd or a copy of the Identity document in case of a sole proprietor	Exhibition brochure
A full visible colour product brochure, CD ROM, photographs, or pictures of the products to be exhibited	Quotations in regards to travel, accommodation, freight and exhibition costs
Audited financial statements or bank statements for the last three months	
Copy of a valid passport of the proposed traveler	
Original valid tax clearance certificate	
Profile of the Entity	



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Claims Documentation

<i>Documentation</i>
Invoices (Travel, Accommodation)
Valid Tax Clearance Certificate
Documentation confirming bank details
Documents for transport costs of samples
Progress Report



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Contact Details

SSAS Administrators

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