



the dtic

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

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## BE PART OF THE GROWTH! MARKET AND SHOWCASE YOUR PRODUCTS AT ANUGA 2023 IN COLOGNE, GERMANY, FROM 7–11 OCTOBER 2023

Applications are open for companies to participate in the South African National Pavilion at the ANUGA International Food Products Exhibition scheduled from 7 October to 11 October 2023 in Cologne, Germany.

The following financial support will be offered to qualifying South African exporters to introduce South African products into foreign markets, in a cost-effective manner:

- Exhibition space and booth rental costs
- Freight-forwarding of display material
- Air travel assistance up to R20 000.00 – for small, medium and micro enterprises (SMMEs) and black-owned enterprises (BOEs) only
- Daily subsistence allowance of R3 500.00 per day – SMMEs and BOEs only

The South Africa National Pavilion at the ANUGA International Food Products Exhibition 2023 event will focus on processed foods, non-alcoholic beverages, preserved foods, spices, soups, deep-frozen products, cured meat, health and organic products, sweets, seafood, and gourmet food products.

For more information, visit [www.anuga.com](http://www.anuga.com)

Interested companies are required to complete, scan and email the Export Marketing and Investment Assistance (EMIA) application form and requisite supporting documents to Ms Batseba Morudi at **BMorudi@thedtic.gov.za**. **Only emailed applications will be accepted.** Hand-delivered/couriered applications will not be accepted.

**The deadline for submission of complete National Pavilion application forms is 4 May 2023 at 16:00.**

National Pavilion application forms and guidelines can be downloaded from **the dtic** website: <http://www.thedtic.gov.za/sectors-and-services-2/1-4-2-trade-and-export/export-marketing-and-investment-assistance-emia/group-offerings/>



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For any enquiries pertaining to applications, sector and/or event please contact:

**Application enquiries (EMIA)**

Ms Batseba Morudi

Telephone: 012 394 1195

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**Export Promotion**

Mr Dumisani Nyalunga

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**PLEASE NOTE:**

- **the dtic** will only be responsible for the company's benefits as per the EMIA guidelines. Individual companies will be responsible for any COVID-19 related costs, such as PCR tests and quarantine.
- In compliance with the Broad-Based Black Economic Empowerment (B-BBEE) Amendment Act, applicants must submit a valid **B-BBEE certificate maximum Level 8** or sworn affidavit (an affidavit is for entities with turnover of less than R10 million).

**NB!! The deadline for submission of National Pavilion application forms and supporting documentation is**

**4 MAY 2023 at 16:00**