



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Frequently Asked Questions on the Export Marketing and Assistance (EMIA) Scheme

1. How are the exact SIC Codes used for EMIA determined?

*EMIA uses the Harmonised System Codes that are linked to SIC codes. Please go to **the dti** website, www.thedti.gov.za and double click on the fifth tab on the left hand side, written "Financial Assistance", click on EMIA and then on SIC Codes.*

2. If a company has been trading for less than one year but is already making turnover, can they apply for EMIA

According to the EMIA guidelines, all entities accessing the EMIA fund should have traded for more than one financial year irrespective of the annual turnover.

3. How much of local content or value add to a product results in the product being deemed as a locally manufactured product?

The product should contain at least 35% local content or value addition including raw material and packaging.

4. Will third party payments be allowed to be claimed under EMIA?

Yes, these are allowed provided proof of payment is produced when a claim is submitted and there is a proper paper trail. For example:

- *Payment by 3rd Party*
- *Invoice from 3rd Party to EMIA Client*
- *Payment by EMIA Client*

5. When can proposals for individual missions be sent to **the dti** and where are the dates made available?

*Trade mission are only applicable to Group Offerings offered by the Trade and Investment South Africa (TISA) division within **the dti**. A list of the missions can be obtained from that division.*

6. How and where are notifications for National Pavilion list advertised?

*A list for the National Pavilions is available on **the dti** website under EMIA Group Offerings.*

7. If audited financial statements are not available, will management accounts be accepted when submitting an application or a claim?

If the latest financial statements are not available, a letter signed by the Accounting Officer/Auditor confirming the total number of employees, turnover and the operational assets must be submitted.

8. Are projected financials required when submitting an Export Marketing Plan and how many years' projections are required?

Previous, current and projected turnover figures are required for a period of two years.

9. If an applicant want to attend a conference in a foreign country, will it qualify under EMIA?

Yes, provided the applicant will be giving a presentation that will be promoting exports.

10. If a company wants to do Primary Market Research (PMR) for technology purposes and skills transfer for innovating products, will that be allowed under EMIA?

No, assistance under PMR is provided to partially compensate exporters for costs incurred in developing new exporting markets and/ or costs incurred in recruiting new Foreign Direct Investment(FDI) into South Africa through personal contact by visiting potential investors in foreign countries.

11. How does a company apply to attend a local exhibition under EMIA?

EMIA grant is not available for local exhibitions. However, EMIA is granted to individual exporters to exhibit products at recognized exhibitions abroad where TISA does not provide for national pavilions.

12. If a second representative wants to go with the company and the company is prepared to incur the costs, will that be allowed?

Only one representative per business will qualify for support.

13. Is there an updated list of preferred service providers?

Applicants of the EMIA-Individual Participation offerings are allowed to use service providers of their choice.

14. If for some valid reason an applicant is unable to attend a group mission, what is the procedure to cancel?

*The applicant must inform **the dti** two months prior to travel to allow the assistance to be offered to another applicant.*

15. Is an applicant able to get a replacement company to attend a group mission in its place if they qualify?

*Approval of applications is at the discretion of **the dti** and EMIA Adjudication Committee.*