



the dtic

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

## ECONOMIC RECOVERY PLAN: EXPORT-LED GROWTH!!!

### MARKET AND SHOWCASE YOUR PRODUCTS AT THE SOUTH AFRICAN NATIONAL PAVILION AT THE FRUIT LOGISTICA, 2023 TRADE FAIR IN BERLIN, GERMANY FROM 08 – 10 FEBRUARY 2023

the dtic invites companies to submit applications to participate and showcase their fresh produce at the world's largest trade fair for the fresh produce sector, Fruit Logistica Berlin, 2023.

With the European economies re-opening, the German market is strategic for South African fresh produce exporters. The show has been established as the global fresh produce industry's most prominent and influential trade event with a significant number of regional buyers.

the dtic extends an invitation to all exporters of fresh produce to apply to participate in the Fruit Logistica Berlin 2023, scheduled to take place from 08 – 10 February 2023 in Berlin, Germany.

the dtic will offer the following financial support to qualifying firms:

- Exhibition space and booth rental costs.
- Freight forwarding of display material
- Air travel assistance up to R20,000.00 (SMME and BOE only)
- Daily subsistence allowance of R3,500.00 per day (SMME and BOE only)

The exhibition website is [www.fruitlogistica.de/en](http://www.fruitlogistica.de/en) and this event will focus on fresh fruit and vegetables.

National Pavilion application forms and guidelines can be downloaded via the dtic website: [www.thedtic.gov.za](http://www.thedtic.gov.za)

**PLEASE NOTE:**

- the dtic will only be responsible for the company's benefits as per the Export Marketing and Investment Assistance (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 **Level 4, B-BBEE certificate** or sworn affidavit (an affidavit is for entities with turnover of less than R10 million).

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

Ms Virginia Mbuyisa

Tel: 012 394 5988 / Email: [VMbuyisa@thedtic.gov.za](mailto:VMbuyisa@thedtic.gov.za)

Mr Dumisani Nyalunga

Telephone: 012 394 3491 / E-mail: [DNyalunga@thedtic.gov.za](mailto:DNyalunga@thedtic.gov.za)

**NB!! The deadline for submission of complete National Pavilion application form accompanied by all supporting documentation is 08 SEPTEMBER 2022**

**ONLY EMAILED APPLICATIONS WILL BE ACCEPTED APPLICATIONS MUST BE EMAILED TO: [VMbuyisa@thedtic.gov.za](mailto:VMbuyisa@thedtic.gov.za)**