



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

EMIA EXPORT MARKETING & INVESTMENT ASSISTANCE

Group Inward Trade Mission Guidelines

01 April 2016

Contents

Description	Page No.
1. The Export Marketing & Investment Assistance Scheme (EMIA)	3
2. Group Trade Missions	3
3. Group Inward Buying / Investment Missions	3
4. EMIA Group Missions Criteria	5
5. Rules	5
6. Supplementary Information and Documentation	6
7. Mission Programme	6
8. Missions Reporting	7
9. Preferred Service Providers	8
10. How to correspond with EMIA	9

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. GROUP INWARD BUYING / INVESTMENT MISSIONS

Assistance is provided to qualifying organisations to invite delegations of buyers and or investors to South Africa with the view of concluding export orders (Inward Buying Missions) or attracting foreign direct investment into South Africa (Inward Investment Missions).

Benefits*:

Business / Economy Class return airfare <ul style="list-style-type: none">▪ One business executive with contracting authority from a foreign concern only.▪ Including domestic air travel in South Africa.	100%
Hotel Accommodation <ul style="list-style-type: none">▪ Dinner, bed and breakfast (excluding alcoholic beverages or any other services of a personal nature).▪ Up to 10 days. Notes: <ul style="list-style-type: none">i. The Director responsible can approve additional days for the foreign buyer/investor should he/she be delayed due to flight routing or availability.	Max. R 3, 000 / day

<p>ii. A prep-day one day before the official start of the Inward Buying Mission can also be approved by the director, the reason being to give travellers time to acclimatise and to participate at prep briefing sessions.</p>	
<p>Ground Transport</p> <ul style="list-style-type: none"> • Groups consisting of 1-2 delegates would qualify for a vehicle in the Group B category; • Groups consisting of 3 delegates would qualify for a vehicle in the Group D category; • Groups consisting of 4 and more delegates would qualify for the rental of 1 or more minibuses (where applicable) for the duration of the mission only. <p>Notes:</p> <ol style="list-style-type: none"> i. The Mission Organiser is responsible for ground transport on behalf of the visiting delegate/s and must ensure that it is in line with the approved itinerary. ii. It is the responsibility of the Mission Organiser to ensure that transport services delivered do not exceed what has been approved by EMIA. iii. EMIA will not be responsible for costs incurred over and above those approved and any additional travel arrangements would be for the Organiser / participants' own account. 	<p>100%</p>

* **Note:** The organiser of an Inward Bound Mission must complete and submit a detailed travel requisition form stipulating the travel requirements for each of the approved participants, which include: air travel, accommodation and ground transport requirements. This information will be utilised to obtain quotes from the EMIA PSP's and to facilitate the travel arrangements.

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**.
- b. Missions should be confined to small manageable groups of 3 or more foreign buyers / investors.
- c. The mission must be aligned with **the dti's** sector strategy.
- d. Follow-up visits will be considered based on previous performance / orders placed and will not be limited provided that buyers place orders / purchase from South African exporters at each visit. The local entities must confirm the orders and value thereof placed with them in writing.

5. 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. 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.
- d. 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.
- e. All applications for Group Mission assistance must be submitted at least **2 months** prior the commencement date of the event / mission.
- f. Payment of a refundable deposit of R10,000.00 is required by Mission Organisers who wish to have their Missions registered on the Missions List.

- Should the Mission be 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.
- g. DECISIONS BASED ON NON-ADHERENCE TO RULES AND / OR CRITERIA CANNOT BE APPEALED.

6. SUPPLEMENRATARY INFORMATION AND DOCUMENTATION

- 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?

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

- b. A detailed, confirmed flight routing for each of the invitees.
- c. A profile for each of the invited companies as well as confirmation of the visitor's decision-making capability and participation in the mission.
- d. Written confirmation from each of the proposed delegates with regard to their attendance of the event and proposed flight routing. This should be obtained before confirming and paying any flight bookings.
- e. Copies of passports for each of the proposed travellers in order to verify personal details.

7. Mission Programme

A. Submission of mission programme

Organisers must submit a programme at least one week prior to the commencement date of the mission. A schedule/list of meetings with the names and contact details of South African companies met with the foreign delegations should also be submitted as an

annexure to the post mission report. 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.

B. Inward Missions coinciding with Local Events

Should an Inward Bound Mission coincide with a local event / show, the delegation may still visit the local event / show, provided each delegate attends at least 4-5 business meetings per day whilst at the show. A visit to a local event / show will be capped at a maximum of three days. Should the Mission commence / continue before / after the local event, off site meetings will remain at 2 confirmed meetings per day.

8. MISSIONS REPORTING

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

1. Brief overview and background of the mission.
2. 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)
(Please discuss in detail.)
4. **Outcome:**
 - Contact list of the meetings held with the potential exporters and/or South African entities. The following details should be included: name of company, contact person and designation, contact details and business/product.
 - 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 completion of the Mission and this report must include progress on the trade leads obtained as listed above.

5. Kindly provide the following market intelligence on the foreign market to be exported to:

- 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.

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.

9. 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.

Company	Contact person	Phone	E-mail
Tourvest Travel Services	<u>Consultants</u>	Tel: 011 790 0280	emia@travel.co.za
	Sarfraz Khan		
	Happiness Khumalo		
	<u>Team Leader</u>	Tel: 011 790 0055	Nomhle.khosi@seekers.co.za
	Nomhle Khosi		
	<u>Key Account</u>		Nomthandazo.Madiya@travel.co.za
	<u>Manager</u>	Tel: 011 790 0000	za
	Nomthandazo Madiya	Cell: 076 130 4398	

Travel with Flair	<p><u>Consultant</u> Ms Eloise Lubbe</p> <p><u>Key Account Manager</u> Morne van der Merve</p>	<p>Tel: 012 436 9000 Fax: 086 400 3686 Fax. 012 460 3368</p>	<p>Eloise@Twf.co.za</p> <p>mornevd@Twf.co.za</p>
Travel Adventures International	<p><u>Consultant</u> Ms Rosina Moche</p> <p><u>Key Account Manager</u> Ms Ningi Shangase</p>	<p>Tel: 012 460 7421 Fax: 012 460 7477</p>	<p>rosina@travadv.co.za</p> <p>ningi@travadv.co.za</p>

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.

10. 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
 (Group Trade Missions)
 Building A, Ground floor
 77 Meintjes Street
 Sunnyside, Pretoria
 0002

EMIA Division
 (Group Trade Missions)
 Private Bag x84
 Pretoria
 0001

How to Contact the EMIA Administrators

<p>the dti Call Centre</p> <p>For general EMIA information contact: 0861 843 384</p> <p>Website</p> <p>www.thedti.gov.za</p>

<p>Applications Customer Care Line</p> <p>Enquiries related to status of applications, clarification of rules, request for application forms:</p>	
National Pavilions: (012) 394 5970	Individual Exhibitions; PMR: (012) 394 1526
Group Missions: (012) 394 5100	Individual Missions; FDI: (012) 394 1526

<p>Claims Customer Care Line</p> <p>Enquiries related to the status of claims, request for Claim forms:</p>	
National Pavilions: (012) 394 3028/3486	Individual Exhibitions; PMR: (012) 394 1014
Group Missions: (012) 394 3028/3486	Individual Missions; FDI: (012) 394 1014

Complaints about poor service delivery please contact the Director: Ernest Moagi in writing on fax: 012 394 0114/7 or e-mail: EMoagi@thedti.gov.za.