



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL COUNCIL OF PROVINCES

QUESTION FOR WRITTEN REPLY

QUESTION NO. 256

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Mr A Arnolds (Western Cape: EFF) to ask the Minister of Trade, Industry and Competition:

How many times has his department assisted local businesses in the Western Cape to access the export markets? [CW269E]

REPLY:

I am advised by the Department as follows:

During the 2021/22 financial year, the Department of Trade, Industry and Competition (**the dtic**) directly supported, through the Export Marketing and Investment Assistance (EMIA) scheme, 35 Western Cape companies to participate in five (5) export promotion events, including 9 companies who participated in the 2020 Dubai Expo. The EMIA scheme partially compensates exporters for costs incurred in respect of participating in select export promotion initiatives, including missions and exhibitions.

Also, in partnership with the Western Cape Tourism, Trade and Investment Promotion Agency (Wesgro), **the dtic** also undertook two (2) virtual outward selling missions with 121 participants in total. These respective missions included footwear and leather products, targeting the United Arab Emirates (UAE) and Saudi Arabia, and in the second instance natural and organic products focussing on the UAE.

In order to diversify and expand the exporter base, 41 Western Cape companies were supported through export awareness, training and mentorship initiatives. In this regard, 8 companies participated in two (2) export awareness events, while 14 companies benefitted from three (3) Global Exporter Passport Programme (GEPP) training sessions held in the province. Furthermore, 19 Western Cape companies participated in a mentorship programme arranged in partnership with the German Agency for International Cooperation (GIZ).

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