



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

PROGRAMME GUIDELINES

SECTOR SPECIFIC ASSISTANCE SCHEME (SSAS) FUNDING FOR EMERGING EXPORTERS

© Department of Trade, Industry and Competition

Physical Address

the dtic Campus

77 Meintjies Street

Sunnyside

Pretoria

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ABBREVIATIONS AND ACRONYMS

B-BBEE Act	Broad-Based Black Economic Empowerment Act, 2003 (Act No. 56 of 2003)
EMIA	Export Marketing and Investment Assistance
HDBs	Historically Disadvantaged Businesses
HDIs	Historically Disadvantaged Individuals
IBAN	International Bank Account Number
JAGs	Joint Action Groups
PFMA	Public Finance Management Act
PMR	Primary Market Research
SEDA	Small Enterprise Development Agency
SMMEs	Small, Medium and Micro Enterprises
SAPS	South African Police Service
SARS	South African Revenue Service
SSAS	Sector Specific Assistance Scheme
the dtic	Department of Trade, Industry and Competition
VAT	Value-Added Tax

1. PREAMBLE

- 1.1 The purpose of this document is to provide the guidelines of the Emerging Exporters event funding, a sub-programme for the Sector Specific Assistance Scheme (SSAS) of the Export Marketing and Investment Assistance (EMIA) Programme.
- 1.2 The guidelines set out in this document are intended to enable enterprises to present their applications to **the dtic**, and provide a framework for **the dtic** to evaluate such applications.
- 1.3 Granting of the incentive or approval of the application will only be for entities that meet the objectives of the SSAS as set out by these guidelines.
- 1.4 The guidelines may be amended from time-to-time, as deemed necessary by **the dtic**. These amendments will be published on **the dtic** website, and will be of immediate effect upon publication thereof.
- 1.5 Where the guidelines lend themselves to varying interpretations or do not deal with specific subject matter, the interpretation of **the dtic** must be requested, and such interpretation will be decisive and final; and may, from time-to-time, be published on **the dtic** website.
- 1.6 Approval of applications will be **subject to the availability of funds** and compliance with the incentive guidelines and relevant provisions of the Public Finance Management Act, 1999 (Act No.1 of 1999) (PFMA).
- 1.7 **the dtic** retains the sole discretion to approve or reject an application.
- 1.8 The approval of an incentive application does not give the applicant any right to payment. An approval merely allows the applicant to submit a claim for payment in accordance with the requirements and conditions of the incentive guidelines.

2. SERVICES OFFERED BY THE DTIC

- 2.1 No fees or charges are levied by **the dtic** for the processing or evaluation of any SSAS applications or claims.
- 2.2 Applicants are welcome to contact **the dtic** directly and the relevant officials will provide guidance on how to complete the application or claim forms.
- 2.3 It is the responsibility of the applicant to ensure that the application submitted to **the dtic** is accurate and complete.

3. PROGRAMME DESCRIPTION

- 3.1 The purpose of assistance under SSAS Funding for Emerging Exporters, is to compensate for costs in respect of the approved activities aimed at the development of South African emerging exporters through events.
- 3.2 The programme is intended to achieve the following **dtic** overall objectives:
 - 3.2.1 Developing emerging exporters;
 - 3.2.2 Introducing emerging exporters to new markets;
 - 3.2.3 Stimulating job creation through increased exports;
 - 3.2.4 Stimulating local manufacturing through increased exports;
 - 3.2.5 Broadening the export base of local suppliers;
and
 - 3.2.6 Promoting broader participation of Historically Disadvantaged Individuals (HDIs) and Small, Medium and Micro Enterprises (SMEs) in the economy.

4. QUALIFYING CRITERIA

4.1 Qualifying applicants/coordinators

The following entities qualify as coordinators/applicants:

- 4.1.1 Export Councils established and recognised by **the dtic**;
- 4.1.2 Industry Associations and Joint Action Groups (JAGs): representative of sectors or sub-sectors of industry recognised for development and promotion by **the dtic**, as determined by the relevant sector desk and export development unit;
- 4.1.3 Provincial Agencies, Local Economic Development Agencies and District Municipalities;
- 4.1.4 Small Enterprise Development and Finance Agency (**SEDFA**);
- 4.1.5 Newly formed group of entities that promotes export of South African manufactured goods and certain services that are not recognised as Industry Associations and JAGS or established as Export Councils recognised by **the dtic**; and
- 4.1.6 Group of entities that were previously supported by the SSAS incentives to market their products at internationally recognised exhibitions that were not recognised as Industry Associations and JAGS or established as Export Councils recognised by **the dtic**.

4.2 Qualifying Emerging Exporter

To qualify for support, an emerging exporter should meet the following requirements:

- 4.2.1 Must be a registered legal entity in South Africa in terms of the Companies Act, 2008 (Act No. 71 of 2008) (as amended); the Close Corporations Act, 1984 (Act No. 69 of 1984) (as amended) or the Co-Operatives Act, 2005 (Act No. 14 of 2005) (as amended);
- 4.2.2 Must further meet all of the following qualifying criteria:
 - 4.2.2.1 For the legal entity to qualify, it must be owned by a Black South African (Black South African people as defined in section one of the B-BBEE Act) with at least fifty-one percent (51%) ownership and managed by black persons, including designated groups. The applicable threshold should be within the Exempted Micro Enterprises (EME) and Qualifying Small Enterprise (QSE) thresholds.
 - 4.2.2.2 Be compliant with the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003 as amended by Act 46 of 2013) (B-BBEE Act) and Codes of Good Practice on Broad-Based Black Economic Empowerment (Codes of Good Practice) as amended, as well as Sector Codes.
 - 4.2.2.3 Have traded locally for at least twelve (12) months and with a 12-month financial statements (bank statements not allowed).
 - 4.2.2.4 Producing products local directly or indirectly.

4.3 Qualifying project

The qualifying project/export event should address the following:

- 4.3.1 be developmental in nature;
- 4.3.2 be in line with the Integrated Export Development Strategy;
- 4.3.3 be part of a structured export training and development programme;
- 4.3.4 stimulate the participation of HDI's and SMMEs in export markets; and
- 4.3.5 be focused on developing specific export markets with targeted and well prepared emerging exporters.

5. MANDATORY REQUIREMENTS

- 5.1 A fully completed application form, available on **the dtic** website.
- 5.2 Incomplete, non-compliant and late applications will be rejected at receiving stage.
- 5.3 The project coordinator/applicant must provide a copy of their structured export development programme for the emerging exporters included in their application.
- 5.4 The three comparable quotations must be sourced from B-BBEE compliant service providers (excluding international service providers).
- 5.5 All applications for missions must be submitted **four (4) months** prior to the event date and for exhibitions at least **three to four (3 - 4)** months prior to the event date.
- 5.6 All benefits except for digital event sample courier costs, will be paid up-front to the approved service providers and will include all qualifying expenditure as approved by the EMIA/SSAS adjudicating committee such as air tickets, ground transport, accommodation, exhibition costs, brochures/marketing material, transport of samples and specialised training.

6. LIMITATIONS AND EXCLUSIONS

- 6.1 Assistance is limited to registered qualifying entities.
- 6.2 Expenses related to Sole Proprietors, Consultants and officials or representatives of Provincial Investment and Local Economic Development Agencies, Export Councils and Small Enterprise Development and Finance Agency (SEDFA) are excluded.
- 6.3 Qualifying emerging exporters may participate four (4) times in a calendar year and cumulatively, up to twelve (12) times, in this SSAS incentive.
- 6.4 The focus is on internationally recognised local and international exhibitions/virtual trade event and mission participation, with the aim of developing emerging exporters.
- 6.5 A minimum of ten (10) to a maximum of twenty (20) entities, will be assisted to participate in a qualifying event.
- 6.6 The costs of subsistence allowance, visa and cost of duties on products sold at the physical exhibition/virtual trade event, are excluded from the qualifying expenditure.

- 6.7 The assistance is not available for **physical events** taking place in the period 15 December up to and including 5 January of each year (virtual trade excluded).
- 6.8 The project coordinator and the participants, will be jointly and severally held liable for costs incurred for non-participation at the event. In a case where a representative from an already approved entity is unable to attend the event as planned, the coordinator must submit a written notification to **the dtic** and provide an alternative / replacement from an already approved entity.
- 6.9 The project coordinator will cover any additional costs incurred by the service provider/s, which were not approved by **the dtic**.
- 6.10 Events that cannot be verified by **the dtic** will not be considered.
- 6.11 Only the lowest quotation from service providers will be considered.
- 6.12 Consultants will not be allowed to submit applications or claims on behalf of the coordinators/applicants. Applications or projects facilitated by a consultant, will be rejected.
- 6.13 Individual exporters that have participated under SSAS programme and decide to apply under the EMIA-Individual programme will no longer be considered under the SSAS programme. As a SSAS beneficiary, the emerging exporter may however apply for Primary Market Research (PMR), product certification/registration and Inward Buying Mission incentives offered by EMIA.
- 6.14 Once the event costs are fully paid, replacement of already approved emerging exporters will not be considered.
- 6.15 Reasonable accommodation for people with disabilities will be offered only to emerging exporters who disclosed their disability, at application stage.

7. FINANCIAL ASSISTANCE

7.1 PHYSICAL TRADE EVENTS

The following costs may be considered as part of the project:

- 7.1.1 A total project cost to a maximum of **Two Million Rand (R 2.0 million)** per project covering:
 - 7.1.2 Local and international air travel (economy class);
 - 7.1.3 Accommodation (bed, breakfast and dinner must be included);
 - 7.1.4 Ground transport;
 - 7.1.5 Marketing materials;
 - 7.1.6 Transport of samples (freight forwarding costs should exclude the cost of duties on products sold at the exhibition);

- 7.1.7 Exhibition costs;
- 7.1.8 Specialized exporter training (not offered by the coordinator/applicant);
- 7.1.9 Insurance for the transport of samples;
- 7.1.10 Bank charges; and
- 7.1.11 Interpretation fees, limited to Ten Thousand Rand (R10 000) per event, only for non- English-speaking countries.
- 7.1.12 **Breakdown of qualifying costs for physical trade events :**

Offering Description	Benefit Description
Marketing materials (e.g. event brochures, banners, CD / DVDs, pamphlets).	<p>a) For entities owned and managed by <i>women, youth and people with disabilities</i>:</p> <p>Maximum of 100 % of the cost and capped at two thousand rand (R 2 000) per entity, per event.</p> <p>b) For other qualifying entities:</p> <p>Maximum of 50 % of the cost per entity and capped at one thousand rand (R 1 000) per entity, per event.</p>
<p>Exhibition Stand</p> <ul style="list-style-type: none"> a) Rental of exhibition space; b) Construction of stand, excluding interior design; c) Telephone installation, excluding phone calls; d) Instalment costs of Internet connection excluding costs charged for usage; e) Rental of essential furniture; f) Listing in official exhibition directory or registration fees; g) Electricity supply costs; h) Cleaning and security fees; and i) Publicity. 	Hundred percent (100%) of the costs
Remaining amount to be utilised for other qualifying expenditures	

7.2 VIRTUAL TRADE EVENTS

The following costs may be considered as part of the project:

- 7.2.1 Total project cost to a maximum of **Five Hundred Thousand Rand (R 500 000)** per project covering:
- 7.2.2 Marketing materials and digital content;
- 7.2.3 Transport of samples where relevant (claims will only be paid after the show/event);
- 7.2.4 Exhibition participation and platform costs;
- 7.2.5 Specialised exporter training (not offered by the coordinator/applicant);
- 7.2.6 Insurance for the transport of samples, if relevant;
- 7.2.7 Bank charges; and
- 7.2.8 Interpretation fees, limited to **Ten Thousand Rand (R10 000)** per event, only for non- English-speaking countries.
- 7.2.9 **Breakdown of qualifying costs for virtual trade events:**

Offering Description	Benefit Description
Marketing material/content costs (e.g. Digital videos and pictures, Digital Profiles, Digital Catalogues, Web page development etc.)	a) For <i>women, youth and people with disabilities</i> majority owned and managed entities: Maximum of 100 % of the cost and capped at six thousand rand (R 6 000) per entity, per event. b) For other qualifying entities: Maximum of 50 % of the cost per entity and capped at three thousand rand (R 3 000) per entity, per event.
Exhibition Costs <ul style="list-style-type: none"> a) Payment for digital stand space, digital showroom access, real-time participation, client engagement sessions and or once off subscription to the platform costs; b) Digital connectivity costs, not exceeding R 500 per exporter, for the exhibition; c) Publicity. 	Hundred percent (100%) of the costs to a maximum of three hundred thousand rand (R 300 000) .
Remaining amount to be utilised for other qualifying expenditures	

8. SUPPORTING DOCUMENTATION AT APPLICATION STAGE: BOTH PHYSICAL AND VIRTUAL EXHIBITIONS

8.1 The following documents are required from the *project coordinator/applicant* at application stage:

- 8.1.1 A fully completed and signed application form;
- 8.1.2 Tax compliance status document (pin);
- 8.1.3 Structured Exporter Development Programme;
- 8.1.4 Exhibition brochure/ digital catalogues;
- 8.1.5 Exhibition stands/ exhibition participation costs quotation;
- 8.1.6 Three comparable quotations for travel and accommodation, marketing material, ground transport, specialised training and transport of samples; and
- 8.1.7 A valid and compliant B-BEEE certificate from all service providers (level 1-6), or a sworn affidavit.

8.2 The following documents are required from *emerging exporters* at application stage for both physical and virtual events:

- 8.2.1 A fully completed and signed application form;
- 8.2.2 Tax compliance status document (pin);
- 8.2.3 A valid compliant B-BEEE certificate (level 1- 4) or sworn affidavit;
- 8.2.4 Products or service brochure i.e. pamphlet or CD ROM or photographs;
- 8.2.5 Audited or independently reviewed financial statements;
- 8.2.6 Certificate of incorporation;
- 8.2.7 Certified copy of a valid passport (certified copy of ID for local events);
- 8.2.8 Exporter registration certificate for international events;
- 8.2.9 Entity profile; and
- 8.2.10 Breakdown of previous event participation paid for by any of **the dtic** export incentives.

9. SUPPORTING DOCUMENTATION AT CLAIM STAGE: BOTH PHYSICAL AND VIRTUAL TRADE

9.1 The following documents are required from the project coordinator/applicant at claim stage:

- 9.1.1 A fully completed and signed claim form with a checklist;
- 9.1.2 Invoices for qualifying costs;
 - 9.1.2.1 **For local service providers:** Supplier name, invoice number, bank name, VAT registration numbers if applicable, account number, company registration numbers, telephone and addresses.
 - 9.1.2.2 **For international service providers:** Supplier name, invoice number, bank name and address, account number or international bank account number (IBAN), swift/BIC code, sort code or routing number or IFSC code, currency amount in words, payment description, bank state branch.
- 9.1.3 Tax compliance status document (pin);
- 9.1.4 A valid compliant B-BEEE certificate (Level 1-6) from all approved service providers.
- 9.1.5 A fully completed and signed supplier maintenance form for local service providers (obtained from **the dtic** website) with a bank stamp and/or letter of the bank account confirmation (only for local service providers).
- 9.1.6 Signed standard terms and conditions (obtained from **the dtic** website);
- 9.1.7 All invoices and proofs of payment must be made out in the name of the project coordinator/applicant;
- 9.1.8 Invoices without verifiable VAT registration numbers (where applicable), company registration numbers, telephone and fax numbers, addresses, and swift codes or any other supplier information that cannot be authenticated, will not be considered for payment;
- 9.1.9 Certified proofs of payments for the exporter cost contributions¹ towards marketing content;
- 9.1.10 Additional documentation or information regarding the processing of a claim reimbursement can be requested at any time to verify the expenses incurred.
Such documents can include:
 - 9.1.10.1 Copies of bank statements;
 - 9.1.10.2 Evidence of the service delivered by Service Provider;
 - 9.1.10.3 Payments if any made by exporters;

¹ Applicable to non-designated entities that cannot demonstrate woman, youth and or disabled majority ownership and submitted by the project-coordinator, prior to claim disbursements for marketing content costs

- 9.1.11 A copy of the notification of approval, must always accompany all correspondence and/or submissions of subsequent project;
- 9.1.12 A signed contract between the coordinator and the event organizer; and
- 9.1.13 Coordinators to submit a claim for all approved activities at the same time.

9.2 The following forms of payment will not be considered for reimbursement:

- 9.2.1 Cash payments;
- 9.2.2 Offset payments;
- 9.2.3 Book entries;
- 9.2.4 Third party payments;
- 9.2.5 Credit notes; and
- 9.2.6 Travelers' cheques.

10. EVENT REPORTING

- 10.1 The project coordinator and participating entities should submit a post event review report to outline results achieved, within three months after the event.
- 10.2 Should the report not be submitted, **the dtic** reserves the right to exclude the applicant from receiving further assistance under the SSAS Scheme.

11. MONITORING, REPORTING AND IMPACT ASSESSMENT

- 11.1 Supported projects may be requested to complete surveys in order to obtain information relating to the performance of the incentive. If contacted, supported projects are required to complete the information and provide it to the department within the requested time period.

12. DECISION REVIEW PROCESS

- 12.1 Any dispute relating to a decision (including the rejection of an application and/or claim and/or cancellation/revocation of an approved project) by **the dtic** may be subjected to an internal appeal.
- 12.2 An appeal must be lodged within thirty (30) days of the date of issue as set out in the notification letter.
- 12.3 An applicant (hereinafter referred to as "the appellant) who is aggrieved by any decision taken by **the dtic** is limited to one (1) appeal in respect of that decision as the

same matter may not be referred back for appeal unless the matter has been referred back for further information/investigation.

- 12.4 The appeal must be accompanied by a written explanation setting out the decision appealed against and the issues to be considered and any documentary evidence upon which the appeal is based.
- 12.5 Although there is no prescribed format for the submission for an appeal, the applicant/appellant must:
- 12.5.1 Submit the letter of appeal with supporting documents in duplicate, if submitted physically.
 - 12.5.2 Attach a letter communicating the decision appealed against.
 - 12.5.3 If longer than 15 typed pages (excluding annexures), contain an executive summary of no more than two pages, indexed and paginated.
 - 12.5.4 Sign the appeal letter and provide full details of the Appellant or his/her/its representative and, in the case a representative signing and submitting the appeal, include proof of mandate to lodge the appeal on behalf of the applicant/appellant.
- 12.6 An appeal must be lodged with the Director: Legal Services: Incentive Branch at the following email address: Appeals@thedtic.gov.za or hand delivered at:
- Department of Trade, Industry and Competition
- the dtic** Campus, 77 Meintjies Street
- Block A
- Sunnyside, Pretoria, 0002
- Attention: Director: Legal Services
- Incentives Branch
- 12.7 Receipt of the appeal will be acknowledged in writing within five (5) working days of such receipt.
- 12.8 The appeal/decision review committee appointed by Minister will hear the appeal.
- 12.9 The appeal/decision review committee may, having regard to all documentary evidence presented and submissions made, dismiss the appeal and confirm the decision appealed against or uphold the appeal and where applicable, approve the

application or claim. The appeal/decision review committee, may also refer the appeal back to the committee or official that made the initial decision for reconsideration in cases where new facts are presented to the appeal/decision review.

- 12.10 The outcome of the appeal will be communicated to the applicant/appellant by the Secretary responsible for the appeal/decision review committee.

13. CRIMINAL, MISLEADING, DISHONEST AND/OR UNLAWFUL ACTIVITIES

- 13.1 **the dtic** shall, in the case of criminal/misleading/dishonest activities/information, or activities/information that contravenes any law of the Republic of South Africa be entitled to exercise any rights that it may have in terms of the common law or statutory law
- 13.2 **the dtic** may, upon a suspicion of any of the criminal/misleading/dishonest activities/information, suspend payments that may be due or may become due to an applicant. **the dtic** shall not be liable for any damages or interest, pending the finalisation of any investigation and any civil or criminal proceedings that may be brought as a result of the investigation.
- 13.3 Findings of an investigation indicating such criminal/misleading/dishonest activities will be sufficient to allow **the dtic** to cease all payments and reclaim any payments already made, with *mora* interest.
- 13.4 **the dtic** subscribes to the principles set out in the Prevention and Combating of Corrupt Activities Act, 2004 (Act No. 12 of 2004). Applicants are requested to contact **the dtic** fraud hotline on 0800 701 701 should they wish to report any suspicious behaviour.
- 13.5 A duty rests on the applicant and/any other person that may benefit from the scheme to disclose everything that may have an influence on the adjudication of the application and/or claim. Failure thereof may lead to rejection, or termination or cancellation/revocation or suspension of the application/claim and criminal prosecution and or civil claim.

14. PROTECTION OF PERSONAL INFORMATION

- 14.1 **the dtic** processes personal information as defined in the Protection of Personal Information Act, 2013 (Act No. 04 of 2013) in lieu of the business activities that it performs. The department uses this information to assess and evaluate applications/claims.
- 14.2 In the majority of instances personal information will be collected directly from the Applicant/Claimant/Recipient through application/claims forms and other means. **the dtic** may, however, also supplement information received from other governmental bodies such as the SARS; or information provided by the applicant through third parties such as National Treasury and the South African Police Service (SAPS).
- 14.3 **the dtic** may disclose personal information to other Government departments/entities or third parties in line with the purpose for which the information was collected.
- 14.4 Any person has the right of access to their personal information in the possession of **the dtic** and the right to request that **the dtic** correct any errors relating to the information that **the dtic** has on record.
- 14.5 Any person who is dissatisfied with the manner in which **the dtic** is processing his/her/its personal information is entitled to lodge a complaint with the Information Regulator, whose contact details are:
- JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001
- P.O Box 31533, Braamfontein, Johannesburg, 2017
- Complaints email: complaints.IR@justice.gov.za
- 14.6 **the dtic's** detailed Privacy Policy can be obtained at: <http://www.thedtic.gov.za/wp-content/uploads/Privacy-Policy.pdf>

15. DEFINITIONS AND TERMINOLOGY (GLOSSARY)

15.2 Structured Exporter Development Programme

The structured exporter development programme should include comprehensive details of the following:

- 15.2.1 Preparation of participants before the event;
- 15.2.2 Post event support to ensure the achievement of the event goals and results;
- 15.2.3 Training and mentorship provided or to be provided throughout and beyond the event; and
- 15.2.4 Tracking of individual emerging exporter's successes, maturity and growth progression across multiple events, in order to profile the value and impact of the incentives, on individual exporters and the chosen markets.

15.3 Profile of the participating Entity/Company

Brief profile of the entity/company should accompany all applications of the individual participants. The profile should include the following details:

- 15.3.1 Name of the entity/company;
- 15.3.2 Contact details and physical address;
- 15.3.3 Background of the entity/company;
- 15.3.4 Ownership structure;
- 15.3.5 Vision;
- 15.3.6 Mission;
- 15.3.7 Current core business;
- 15.3.8 Locally produced products and or services offering;
- 15.3.9 History of export sales if any; and
- 15.3.10 Export readiness.

16 CONTACT DETAILS

DESCRIPTION	CONTACT DETAILS
General Enquiries: the dtic Call Centre the dtic website	0861 843 384 www.thedtic.gov.za
General Customer Care Line <ul style="list-style-type: none"> • Clarification on issues pertaining to SSAS service levels; • SSAS report back questionnaires. 	012 394 1773 / 1087 / 3174 (Sector Specific Assistance Scheme for Emerging Exporters)
Applications and Claim Customer Care Line <ul style="list-style-type: none"> • Enquiries related to status of applications and appeals; • Clarification on SSAS rules; • Request for application forms. 	012 394 1773 / 1087 / 3174 (Sector Specific Assistance Scheme for Emerging Exporters)
Physical Address the dtic Campus 77 Meintjies Street Sunnyside 0002	Postal Address Emerging Exporters Funding Private Bag X84 Pretoria 0001

Approved by:

Name: _____

Signature: _____

Designation: _____

Date: _____