

# CALL FOR APPLICATIONS

## FOR RECOGNITION OF EXPORT SUPPORT FORMATIONS FOR SUPPORT UNDER THE EMIA SECTOR SPECIFIC ASSISTANCE SCHEME (SSAS)

### 1. OVERVIEW

The Department of Trade, Industry and Competition (**the dtic**) invites applications for the recognition of:

- Export Councils (sector-specific, including tradable services)
- Industry Associations
- Export Trading Firms (Aggregators, Export Management Companies, Intermediaries)
- Joint Action Groups (JAGs – 3 or more entities collaborating)
- Export Clubs/Fora/Roundtables

Recognition provides access to financial and non-financial support under the Export Marketing and Investment Assistance (EMIA) SSAS guidelines. Recognised entities will implement export development and promotion programmes that:

- Support emerging and youth-led exporters
- Promote value-added products and services
- Strengthen regional and global trade corridors
- Leverage digital and knowledge-based trade

This initiative aligns with South Africa's industrial policy, regional/global integration goals, and obligations under multilateral and regional trade agreements (including AfCFTA). The call places emphasis on supporting formations aimed at emerging exporters, promoting diversification of export markets, value-added products and services, strengthening export corridors, and leveraging digital and knowledge-based trade

### 2. ELIGIBLE APPLICANTS

Applicants must:

- Be legally registered (NPO, NPC, Co-operative, etc.)
- Represent exporters or export-ready firms in a priority sector
- Have a national or multi-provincial footprint with strong MSME inclusion
- Demonstrate operational capacity for export development and promotion
- Show evidence of private sector support (letters of commitment, co-funding, MOUs)

**Note:** Recognised formations will sign an annually renewable Service Level Agreement (SLA) or Memorandum of Agreement (MoA) with **the dtic**



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### 3. PRIORITY SECTORS

#### 3.1 Recognition of New Export Councils

- **Cannabis and Hemp exports:** Export readiness, development and promotion, traceability systems, compliance certification, participation in regional value chains, and integration into health and wellness markets regionally and globally.
- **Manufacturing Value-Add & Mineral Beneficiation exports:** Integration into regional/global manufacturing value chains; support for downstream mineral industries; export led industrialisation through localisation; participation in regional infrastructure corridors.
- **Exportable / Tradable Services** ( Business Process Outsourcing (BPO) & IT-Enabled Services, Financial and Business Services, Transport and Logistics, Creative and Design Industries, Construction and Engineering Services)
  - » **Support for services export:** Helping service providers grow their international business.
  - » **Enhancing capacity:** Improving the ability of service providers to work across borders.
  - » **Regulatory and compliance support:** Assisting with licensing, qualifications, and other legal requirements.
  - » **Building competitiveness:** Making South African service offerings globally attractive.
- **Digital Trade & E-Commerce Exports:** Digitally delivered services, and cross-border e-commerce platforms

#### 3.2 Industry Associations, Export Aggregators, JAGs, Clubs/Fora

- Agro-processing Exports
- Pharmaceuticals & Medical Technologies Exports
- Green Economy & Renewable Energy Exports
- Global Business Services (GBS/BPO) Exports
- Plastics, Chemicals & Cosmetics Exports
- Oceans Economy Exports
- Cultural & Creative Industry Exports
- Digital Economy & Platform Services Exports
- Food, Beverages & Nutraceutical Exports
- Automotive & Advanced Manufacturing Exports

**Focus areas:** Building sector-wide export readiness and capacity, addressing trade barriers, promoting sector branding and international market positioning, mobilising investment, Advancing transformation and inclusivity in trade.

### 4. FUNDING SUPPORT

Recognised formations will qualify for co-funded support in line with EMIA SSAS Guidelines. Such support may include:

- Seed funding for formalisation and institutional setup
- Development of marketing and promotional material
- Support for participation in local and international exhibitions, expos, and virtual trade promotion platforms



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- Grants for export market research, international standards compliance, and sector branding
- Project-linked funding for ecosystem initiatives (e.g., export hubs, sector innovation platforms, certification labs)
- Capacity building, mentoring and technical assistance for emerging and youth-led exporters
- Support for implementation of AfCFTA-sensitive export strategies and market-entry roadmaps

Recognised formations may also be eligible to leverage complementary support through EMIA Group Offerings, Emerging Exporters initiatives, and national/provincial export development initiatives.

## 5. APPLICATION REQUIREMENTS

Applications must include:

1. Completed **SSAS Form A** (Application for Recognition as Export Support Formation)
2. Cover Letter (sector focus and rationale for recognition)
3. Organisational Profile (legal status, governance, membership base, structure)
4. Three-Year Business Plan covering:
  - \* Strategic objectives and export targets
  - \* Planned export development activities
  - \* Financial sustainability model (co-funding, partnerships, membership fees)
5. Letters of Support from key industry stakeholders and/or government partners
6. Compliance Documentation (registration certificates, tax clearance, latest financials)
7. Any additional documents required by SSAS Guidelines

## 6. SUBMISSION DETAILS

**Email:** [exportformations@thedtic.gov.za](mailto:exportformations@thedtic.gov.za)

**Subject Line:** Application for Recognition – [Sector Name / Formation Type]

**Deadline:** 30 September 2025, 17h00 (SAST)

## 7. ENQUIRIES

**Export Development & Support Directorate**

Mr. Kwanele Mkhwanazi / Ms. Phindile Skosana

**Tel:** 012 394 1330 / 1606 / 3483

**Email:** [exportformations@thedtic.gov.za](mailto:exportformations@thedtic.gov.za)

**IMPORTANT NOTICE:** the dtic reserves the right to approve or decline recognition applications.

- Recognition is competitive based on alignment with national trade and industrial priorities, EMIA SSAS Guidelines, and funding availability.
- Recognised and funded formations must progressively demonstrate self-sustainability and leadership in driving inclusive export growth.
- Support will be reviewed and phased down over time as private sector participation increases.



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