

In order to grow export markets, the EMIA individual exporter incentives provide cost-reimbursable grants to individual exporters in order to grow export markets for South African products and services.

Objectives

- Provide export event marketing assistance to develop new and grow existing export markets.
- Assist with the identification of new export markets through international exhibitions and market research.
- Assist companies to increase their competitiveness by supporting patent registrations, quality marks and product marks.
- Assist with facilitation to grow foreign direct investment (FDI) through missions and FDI research.
- Increase the contribution of black-owned businesses and small, medium and micro enterprises (SMMEs) to South Africa's economy.

Benefits

- **Capped costs for individual exhibition participation.**
 - a. Transport of samples
 - b. Rental of exhibition space
 - c. Construction of stands
 - d. Interpretation fees
 - e. Internet connection
 - f. Telephone installation
 - g. Subsistence allowance per day
 - h. Return economy-class airfare
 - i. Exhibition stand fees

• Capped Primary market research and FDI

Exporters will be compensated for the following capped costs incurred while recruiting new FDI into South Africa through personal contact in foreign countries:

- a. Return economy-class airfare
- b. Subsistence allowance per day
- c. Transport of samples
- d. Marketing material
- e. 50% of patent registration costs

• Capped individual inward missions

- a. Assistance is provided to South African entities organising an inward buying investor, to make contact with them to conclude an exporter's order or to attract FDI.
- b. Return economy-class airfare
- c. Subsistence allowance per day
- d. Rental of vehicle

Eligible enterprises

- South African individual exporters
- South African export trading houses representing at least three SMMEs or businesses owned by historically disadvantaged individuals (HDIs)
- South African commission agents representing at least three SMMEs/HDI-owned businesses
- South African exports councils, industry associations and joint action groups (JAGs) representing at least five South African entities

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