

Invitation

OUTWARD SELLING MISSION INVITATION TO CAIRO, EGYPT FROM 24 – 30 JANUARY 2026

The Department of Trade, Industry & Competition (**the dtic**) invites interested companies to participate in an Outward Selling Mission (OSM) to Cairo, Egypt, from **24 – 30 January 2026**. The purpose of the mission is to increase bilateral trade and investment between South Africa and North Africa, targeting Egypt. The mission will comprise of a Business Seminar, B2B meetings and Site Visits.

Targeted sectors: Electrotechnical, Cosmetics and Mining (Technology, services & equipment)

Entities that wish to apply for EMIA funding to participate in this event must:

- Have been in business for at least two years;
- Acquired proven business track record;
- Be competitive in the South African market;
- Be export-ready and or have exported previously;
- Have the capacity to timeously supply any export orders resulting from the SOM; and
- Have a valid and active tax clearance certificate.

the dtic will provide:

- Economy class return airfare up to a pre-determined maximum amount;
- Daily accommodation up to a pre-determined maximum amount (bed and breakfast only); and
- Excess luggage allowance for samples up to R2,500 per delegate.

The closing date for applications is now extended to Wednesday, 23 July 2025.

EMIA application enquiries should be directed to: **Ms Samantha Sithole, Tel: 012 394 1500, SSithole@thedti.gov.za.**

Applications for Funding must be addressed to: OSMEgypt2026@thedtic.gov.za. E-mail subject must mention the name of the event as well as the event date and must be submitted in a **zip-folder file. Only electronic applications submitted to the above e-mail address will be processed.**

OSM enquiries should be directed to: **Ms Sibongimpilo Mashatola, Tel: 012 394 5507, email: SMashatola@thedtic.gov.za**



the dtic

Department:
Trade, Industry and Competition
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