

Invitation

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

The Department of Trade, Industry and 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 a business seminar, meetings and site visits.

Targeted sectors: Electrotechnical, Cosmetics and Mining (Technology, Services and 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.

Application Forms

- [Outward Mission Guidelines](#)
- [Group Missions Services Application Form](#)
- [Group Missions Manufacturing Application Form](#)

The closing date for applications is **Wednesday, 9 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@thedti.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.



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



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