

Invitation

OUTWARD SELLING MISSION INVITATION TO ADDIS ABABA, ETHIOPIA FROM 16 – 18 MARCH 2026

The Department of Trade, Industry and Competition (**the dtic**) invites all interested companies to participate in an Outward Selling Mission (OSM) to **Addis Ababa, Ethiopia**, from **16 – 18 March 2026**. The purpose of the mission is to increase bilateral trade and investment between South Africa and East Africa, targeting Ethiopia. The mission will comprise of a Business Forum, B2B meetings and site visits.

Targeted sectors: Agriculture & Agro-processing, Information and Communications Technology (ICT) and Metal Fabrication.

Entities that wish to apply for EMIA funding 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 OSM; 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

- [Group Missions Export Councils Application Form](#)
- [Group Missions Manufacturing Application Form](#)
- [Group Missions Services Application Form](#)

The closing date for applications is **Friday, 21 November 2025**.

EMIA application enquiries should be directed to: **Mr Ernest Selota**, Tel: 012 394 1995, ESelota@thedti.gov.za.

Applications and all supporting documents for EMIA funding must be submitted in a **zip-folder file** addressed to: OSMEthiopia2025@thedtic.gov.za and the e-mail subject must mention the name of the event as well as the event date. Only electronic applications submitted to the above e-mail address will be processed.

OSM enquiries should be directed to: **Ms Nompumelelo Hlela**, Tel: 012 394 5562, e-mail: NHlela@thedtic.gov.za.



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

