



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

MARKET AND SHOWCASE YOUR PRODUCTS AT THE SOUTH AFRICAN NATIONAL PAVILION AT GULFOOD 2025, DUBAI, UAE FROM 26 - 30 JANUARY 2026

Applications are open for companies in the agro-processing sector to participate in the South African Pavilion at Gulfood - the largest food and beverage trade exhibition in the Middle East. Gulfood 2026 will showcase food and beverage products from around the world. South Africa will participate in the Fine Food Pavilion, which showcases agro-processing products and services, excluding beverages and meat. The deadline for submissions is **26 August 2025**.

The Middle East continues to experience a population surge, translating into increasing opportunities for the agro-processing sector, with a market demand of \$3 trillion. The Department of Trade, Industry and Competition (**the dtic**) will offer the following financial support to qualifying firms:

- Air travel assistance of up to R20,000 (SMME's and black-owned enterprises only)
- Daily subsistence allowance of up to R3,500 per day (SMME's and black-owned enterprises only)
- Exhibition space and booth rental costs
- Freight forwarding of display material.

Information regarding the exhibition can be obtained on: www.gulfood.com

Application forms and guidelines for the National Pavilion can be downloaded on **the dtic** website:

<http://www.thedtic.gov.za/sectors-and-services-2/1-4-2-trade-and-export/export-marketing-and-investment-assistance-emia/group-offerings/>

NO COURIER / POSTED APPLICATIONS WILL BE ACCEPTED

For any enquiries pertaining to applications, sector and/or event, please contact:

APPLICATIONS (EMIA)	SECTOR / EVENT (Export Promotion)
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NB:

1. **B-BBEE certificate**, all applicants must submit a valid B-BBEE certificate with a maximum **Level 8** or a sworn affidavit (an affidavit is for entities having less than R10 million turnover). This is in compliance with the B-BBEE Amendment Act.
2. **Please note that the dtic will be responsible for the company's benefits only as per the EMIA guidelines. COVID-19 related costs such as PCR tests, quarantine costs, etc., will be the responsibility of the individual companies**

The deadline for submission of complete National Pavilion electronic application form, accompanied by all supporting documentation is 26 August 2025, at 16:00

NO LATE APPLICATIONS WILL BE ACCEPTED