

Invitation

EXPLORE AND DIVERSIFY YOUR EXPORT MARKETS OUTWARD SELLING MISSION TO TOKYO, JAPAN FROM 08-14 MARCH 2026

The Department of Trade, Industry and Competition (**the dtic**) invites interested companies to participate in an Outward Selling Mission (OSM) to Tokyo, Japan, from **08-14 March 2026**. The purpose of the mission is to promote South African value-added products and services in this market. The mission will comprise of a Business Seminar, B2B meetings, as well as site visits.

Targeted sector: Agro-Processing

Entities that wish to apply for the EMIA funding must:

- Have been in business for at least two years;
- Acquired a 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.

The closing date for applications is 20 November 2025.

NO COURIER/POSTED APPLICATIONS WILL BE ACCEPTED.

Application forms and EMIA enquiries should be directed to: OSMJapan2025@thedtic.gov.za

Applications for funding must be addressed to: OSMJapan2025@thedtic.gov.za

The email subject must make mention of the event name, date and all documents must be submitted in a zip-folder file. Only electronic applications submitted to the above e-mail address will be processed.

For trade enquiries, please contact:

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the dtic

Department:
Trade, Industry and Competition
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