

Invitation

OUTWARD SELLING MISSION TO THE KINGDOM OF SAUDI ARABIA, FROM 10 - 12 NOVEMBER 2025

The Department of Trade, Industry and Competition (**the dtic**) invites interested companies to participate in an Outward Selling Mission (OSM) to Saudi Arabia, from **10 - 12 November 2025**. The purpose of the mission is to increase and diversify exports by facilitating South African value-added products and services into Saudi Arabia. The mission will comprise of a business seminar, B2B meetings and site visits.

Targeted sectors: Agriculture and Agro-Processing (excluding alcoholic beverages) Meat and Healthcare/Medical Devices.

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 tax clearance certificate and other EMIA required documents.

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 25 July 2025.

NO COURIER / POSTED APPLICATIONS WILL BE ACCEPTED

Application Form/EMIA Enquiries should be directed to:
Ms Samantha Sithole: 012 394 1500.

Applications for Funding must be addressed to:

OSMSaudiArabia2025@thedtic.gov.za

Email subject must make mention 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. For trade enquiries please contact:

Ms Mpho Sebatana
Telephone: (012) 394-3415



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E-mail: MSebatana@thedtic.gov.za



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