



the dtic

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

## THE NATIONAL ASSEMBLY

### QUESTION FOR WRITTEN REPLY

#### QUESTION NO. 1215

#### Rev N B Gcwabaza (MK) to ask the Minister of Trade, Industry and Competition:

- (1) What measurable trade and/or investment benefits have been secured in each participating business sector during the Vietnam-South Africa Business Meeting that was held in Hanoi, Vietnam on 5 February 2026;
- (2) whether any memoranda of understanding, contracts, export agreements and/or investment commitments were concluded; if not, what is the position in this regard; if so, what is the estimated monetary value thereof? NW1363E

#### REPLY:

- (1) The Department of Trade, Industry and Competition (**the dtic**) manages and participates in various international exhibitions and trade missions as part of its export promotion efforts. These efforts align with the adopted Butterfly Strategy, which aims to expand South Africa's presence in existing markets and access emerging markets globally, including the Americas, Europe, Asia, and the Middle East. The strategy also emphasises implementation of the African Continental Free Trade Area (AfCFTA).

In implementing this vision, **the dtic** utilises the Export Marketing and Investment Assistance (EMIA) scheme as a key instrument to promote South Africa's value-added exports of products and services. Within EMIA, offerings such as Trade Group Missions are designed to:

- Introduce South African entities to new or existing markets with the aim of market entry or strengthening networks; and
- Assist South African entities to exploit free trade, bilateral, and multilateral agreements negotiated between South Africa and its trading partners.



An outward selling mission (OSM) was undertaken to Vietnam in February 2026 focussed on promoting South African exports, which commenced with a trade seminar attended by both South African and Vietnamese entities. Presentations highlighted the ease of doing business in both countries and provided market-specific information. South African companies gained valuable insights into consumer trends, export requirements, and sector-specific opportunities. The OSM targeted sectors such as agro-processing, automotive components and basic chemicals. No immediate export sales were concluded at the engagements during the mission, however potential export sales were identified and will be tracked through follow-up reports that participants are required to complete. The nature of export promotion initiatives are such that a significant portion of export sales are only finalised in the periods following the event.

- (2) South African companies participated in pre-arranged Business-to-Business meetings where they showcased their value-added products and services. Although no memoranda of understanding, contracts, export agreements and/or investment commitments were concluded during the meetings, the networks built and ongoing engagements have already paved the way for potential export sales identified, notably in sectors such as the automotive and component sector.

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