



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NO. 3605

Mr W M Douglas (MK) to ask the Minister of Trade, Industry and Competition:

Given the significant cost associated with maintaining the global diplomatic footprint of the Republic, what (a) are the relevant details of the diplomatic missions that generated the most significant measurable economic benefits for the Republic in the reporting period, (b) companies benefited across racial and broad-based black economic empowerment criteria and (c) criteria were used to assess the beneficiary quotient? NW3807E

REPLY:

- (a) The Department of International Relations and Cooperation (DIRCO) is responsible for the oversight, tasking and maintaining of all South African diplomatic missions abroad. DIRCO undertakes initiatives through these missions as part of its economic diplomacy programme, which is aimed at unlocking economic opportunities for South Africa in international markets. As such, DIRCO can also elaborate on the overall economic benefits generated by South African diplomatic missions abroad.

The Department of Trade, Industry and Competition (**the dtic**) has a specific mandate related to growing exports, which is also activated through its foreign economic offices housed in select South African diplomatic missions. The majority of these offices in recent years have not had Foreign Economic Representatives (FERs) in place to significantly activate exports, however processes are currently at an advanced stage to deploy a number of FERs to staff strategic and priority offices. In some markets where there are foreign economic offices, in the absence of FERs, recruited foreign nationals such as Marketing Officers have partly assisted in promoting South African products and services.



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In the 2025/26 financial year, the department participated in 27 export promotion initiatives aligned to its strategic objectives of growing exports and diversifying markets. The majority of these initiatives were managed from head office, while in some foreign economic offices participation in exhibitions and mission were anchored by the Marketing Officers.

The export cycle consists of some export orders secured at an export promotion event, with the majority of export orders secured in a period following the event. The nature of export promotion events are also such, that participation in several iterations of promotion activities are required in some markets to develop market demand and secure export orders over time. To track impact, companies funded through the Export Marketing and Investment Assistance (EMIA) group scheme to participate in these events, are currently required to provide reports 6 months after the event on export orders secured.

The foreign economic offices where exhibitions and missions were anchored by Marketing Officers in the 2025/26 financial year are summarised below, ranked according to the most significant measurable value of export orders secured:

Number of Export Promotion Initiatives	Countries	Event Name and Date	Reporting Period (6 Months)	Export Sales Generated
9	Germany	Anuga - 4 to 8 October 2025	April 2026	R3 331 001 298.00
		Fruit Logistica - 4 to 6 February 2026	August 2026 (Still receiving and collating reports)	R0.00
	India	Outward Selling Mission - 21 to 25 September 2025	March 2026	R16 507 021.00



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	Egypt	Outward Selling Mission - 24 to 29 January 2026	July 2026	R2 816 700.00
	Spain	Outward Selling Mission - 26 to 28 November 2025	May 2026	R1 000 000.00
	Saudi Arabia	Outward Selling Mission - 10 to 12 November 2025	May 2026	R100 000.00
	Turkey	Defence Industry Exhibition Istanbul Turkey - 22 to 27 July 2025	January 2026	R0.00
	Malaysia	Outward Selling Mission - 2 to 6 February 2026	August 2026 (Still receiving and collating reports)	R0.00
	Japan	(Outward Selling Mission - 8 to 14 March 2026	To be collated in September 2026	R0.00
	Brazil	Outward Selling Mission - 30 June to 4 July 2025	December 2025	R0.00

- (b) The companies that benefitted from the EMIA group funding to participate in the above export promotion events, anchored by **the dtic** foreign economic offices identified, totalled 147 during the 2025/26 financial year. These companies covered multiple sectors including agro-processing, aerospace and defence, cosmetics, chemicals and multi-sectoral industries, and they are broken down as follows:

No.	Demographic	Number of companies
1.	Black Owned Entities (Male)	31
2.	Black Women Owned Entities	39
3.	MSME's & Larger Companies (White Male)	63
4.	White Women Owned Entities	7
5.	Youth Owned Entities	4
6.	Export Councils, Industry Associations and State-Owned Entities	3
Total		147



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- (c) The selection criteria for all the departmental export promotion initiatives are guided by the department's objectives, which includes:
- Transformation and inclusivity: Enterprises owned or managed by Previously Disadvantaged Individuals (PDIs) are targeted in support of government's transformation objectives;
 - Geographical representation: Ensuring participation from a broad range of provinces to promote inclusive regional representation;
 - Export diversification: Consideration was given to include new and emerging exporters to broaden South Africa's exporter base; and
 - Sectoral balance: The selection sought to achieve representation across relevant sectors and products where there is potential demand in the market, to showcase the diversity of South Africa's export capabilities.

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