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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NO.: 3650

Mr S G Mwali (MK) to ask the Minister of Trade, Industry and Competition *[Interdepartmental transfer from Finance]:*

With reference to the presentation of the National Treasury to the Standing Committee on Appropriations on the 2026 Appropriation Bill on 2 June 2026 which highlighted the so-called butterfly approach to export diversification and noted that the Export Marketing and Investment Assistance scheme generates R8 in confirmed export orders for every R1 spent (details furnished), (a) what specific funding commitments has he prepared to expand export support programmes and (b) how will the National Treasury ensure that trade interventions translate into measurable (i) job creation and (ii) localisation outcomes as outlined in the 2026-27 targets? NW3857E

REPLY:

a) The Department of Trade, Industry and Competition (**the dtic**), through the Export Marketing and Investment Assistance (EMIA) Group Scheme, has committed approximately R96 million in funding towards **export-promotion initiatives** during the 2026/27 financial year. These initiatives will provide South African businesses with opportunities to participate in international exhibitions and trade missions to showcase their goods and services, attract potential buyers, access new markets, and diversify export destinations.

The initiatives are also intended to strengthen the international competitiveness of South African firms, facilitate increased export sales, and support the expansion of the country's export base. Through these interventions, the EMIA Scheme seeks to contribute to export growth, market diversification, investment attraction, and broader economic development objectives.

(b) National Treasury is best placed to indicate which oversight measures they employ to ensure that trade interventions translate into measurable (i) job creation and (ii) localisation outcomes, as outlined in the 2026/27 targets.

The Export Marketing and Investment Assistance (EMIA) Group Scheme serves as a key instrument for funding the participation of South African companies in promotional activities to advance South Africa's value-added exports of products and services. In order to track the impact of export-promotion initiatives, companies supported under the EMIA Group Scheme are required to report on the outcomes of their participation in approved events. The reporting entails the completion of a post-event questionnaire, which captures whether export orders were secured and the value of such orders. This mechanism ensures that the Department can monitor the immediate impact of the support provided and evaluate the return on investment to the Government and the broader economy.

Companies are also required to submit a report six (6) months after the event. This report details the export sales generated during the period following, and as a result of, their participation in the event.

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