



**the dtic**

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

## **PROGRAMME GUIDELINES**

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# **SECTOR SPECIFIC ASSISTANCE SCHEME (SSAS) FUNDING FOR EMERGING EXPORTERS**

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## 1. PREAMBLE

- 1.1 The purpose of this document is to provide the guidelines of the **Emerging Exporters** event funding, a sub-programme for the **Sector Specific Assistance Scheme (SSAS)** of the Export Marketing and Investment Assistance (EMIA) Programme.
- 1.2 The guidelines set out in this document are intended to provide a framework for applicants to present their applications to **the dtic** and for **the dtic** to evaluate such applications.
- 1.3 The guidelines may be amended from time to time, as and when required. These amendments will be published on **the dtic** website and will be effective immediately upon publication.
- 1.4 Where the guidelines lend themselves to varying interpretations or do not deal with a specific subject matter, the interpretation of **the dtic** must be requested and such interpretation will be decisive and final.
- 1.5 Approval of applications and payment of claims will be subject to compliance with the programme guidelines, the relevant provision of the Public Finance Management Act (PFMA), National Treasury regulations and availability of funds.

## 2. SERVICES DELIVERED BY the dtic

- 2.1 No fees or charges are levied for the processing or evaluation of any SSAS applications or claims.
- 2.2 Applicants are welcome to contact **the dtic** directly and officials will provide guidance on EMIA/SSAS processes.
- 2.3 It is the responsibility of the applicant (coordinator), to ensure that the application submitted to **the dtic**, is accurate, timely and complete.

### 3. PROGRAMME DESCRIPTION

3.1 The purpose of assistance under SSAS Funding for Emerging Exporters, is to compensate for costs in respect of the approved activities aimed at the development of South African emerging exporters through events.

3.2 The programme is intended to achieve the following **dtic** overall objectives:

- 3.2.1 Developing emerging exporters;
- 3.2.2 Introducing emerging exporters to new markets;
- 3.2.3 Stimulating job creation through increased exports;
- 3.2.4 Broadening the export base of local suppliers;
- 3.2.5 Proposing solutions to factors inhibiting export growth; and
- 3.2.6 Promoting broader participation of Historically Disadvantaged Individuals (HDIs) and Small Medium and Micro Enterprises (SMMEs) to the economy.

### 4. QUALIFYING CRITERIA

#### 4.1 Qualifying applicants/coordinators

The following entities qualify as coordinators/applicants:

- 4.1.1 Export councils registered with **the dtic**;
- 4.1.2 Industry Associations and Joint Action Groups (JAGs): representative of sectors or sub-sectors of industry recognised for development and promotion by **the dtic**, as determined by the relevant sector desk and export development unit;
- 4.1.3 Provincial Investment and Economic Development Agencies;
- 4.1.4 Small Enterprise Development Agency (SEDA).

#### 4.2 Qualifying emerging exporter

To qualify for support, an emerging exporter should meet the following requirements:

- 4.2.1 Be a registered legal entity in South Africa in terms of the Companies Act of 2008 (as amended); the Close Corporations Act, 1984 (as amended) or the Co- Operatives Act, 2005 (as amended);
- 4.2.2 Must further meet **at least two** of the following qualifying criteria:
  - 4.2.2.1 For a business to qualify, it must be owned by a Black South African citizen with at least fifty-one percent (51%) ownership and managed by Black person(s), woman or disabled persons and have a turnover of less than twenty-five million rand (R25 million);
  - 4.2.2.2 For business to qualify as a Small Medium and Micro-Sized Exporter, it must have a turnover of less than the applicable sector threshold as per the latest Department of Small Business Development gazette or Act;
  - 4.2.2.3 Comply with the requirements of Broad-Based Black Economic Empowerment (B-BEEE) legislation and must in this regard achieve at least level four (4) contributor status in terms of the B-BBEE Codes of Good Practice (refer to <http://bee.thedti.gov.za>);
  - 4.2.2.4 Have traded locally for at least twelve (12) months and with a 12-month financial statements (bank statements not allowed).

### 4.3 **Qualifying project**

The qualifying project/export event should address the following:

- 4.3.1 be developmental in nature;
- 4.3.2 be in line with the **National Export Development Strategy**;
- 4.3.3 be part of a structured export training and development programme;
- 4.3.4 be supported and endorsed by **the dtic**;
- 4.3.5 stimulate the participation of HDI's and SMMEs in export markets; and
- 4.3.6 be focused on developing specific export markets with targeted and well prepared emerging exporters.

## 5. MANDATORY REQUIREMENTS

- 5.1 A fully completed application form, available on **the dtic** website.
- 5.2 Incomplete, non-compliant and late applications will be rejected at receiving stage.
- 5.3 The project coordinator/applicant must provide a copy of their structured export development programme for the emerging exporters included in their application.
- 5.4 The three comparable quotations must be sourced from B-BBEE compliant service providers (excluding international service providers).
- 5.5 All applications for missions must be submitted four (4) months prior to the event date and for exhibitions, at least three to eight (3 - 8) months prior to the event date.
- 5.6 All benefits except for digital event sample courier costs, will be paid up-front to the approved service providers and will include all qualifying expenditure as approved by the EMIA/SSAS adjudicating committee such as air tickets, ground transport, accommodation, exhibition costs, brochures/marketing material, transport of samples and specialised training.

## 6. LIMITATIONS AND EXCLUSIONS

- 6.1 Assistance is limited to registered qualifying entities.
- 6.2 Expenses related to Sole Proprietors, Consultants and officials or representatives of Provincial Investment and Local Economic Development Agencies, Export Councils and SEDA, are excluded.
- 6.3 Qualifying emerging exporters may participate four (4) times in a calendar year and cumulatively, up to twelve (12) times, in this SSAS incentive.
- 6.4 The focus is on internationally and locally recognised exhibitions/virtual trade event and mission participation, with the aim of developing emerging exporters.
- 6.5 A minimum of ten (10) to a maximum of twenty (20) entities, will be assisted to participate in a qualifying event.

- 6.6 The costs of subsistence allowance, visa and cost of duties on products sold at the physical exhibition/virtual trade event, are excluded from the qualifying expenditure.
- 6.7 The assistance is not available for **physical events** taking place in the period 15 December up to and including 5 January of each year (virtual trade excluded).
- 6.8 The project coordinator and the participants, will be jointly and severally liable for costs incurred for non-participation at the event.
- 6.9 The project coordinator will cover any additional costs incurred by the service provider/s, that were not approved by **the dtic**.
- 6.10 Events that cannot be verified by **the dtic**, will not be considered.
- 6.11 Only the lowest quotation from service providers will be considered.
- 6.12 Consultants will not be allowed to submit applications or claims on behalf of the coordinators/applicants. Applications or projects facilitated by a consultant, will be rejected.
- 6.13 Individual exporters that have participated under SSAS programme and decide to apply under the EMIA-Individual programme, will no longer be considered under the SSAS programme. As a SSAS beneficiary, the emerging exporter may however apply for Primary Market Research (PMR), product certification/registration and Inward Buying Mission incentives offered by EMIA.
- 6.14 Once the event costs are fully paid, replacement of already approved emerging exporters, will not be considered.
- 6.15 Reasonable accommodation for people with disabilities will be offered only to emerging exporters who disclosed their disability, at application stage.

## 7. FINANCIAL ASSISTANCE

### 7.1 PHYSICAL TRADE EVENTS

The following costs may be considered as part of the project:

- 7.1.1 A total project cost to a maximum of **Two Million Rand (R 2.0 million)** per project covering:
- 7.1.2 Local and international air travel (economy class);
- 7.1.3 Accommodation (bed, breakfast and dinner must be included);
- 7.1.4 Ground transport;
- 7.1.5 Marketing materials;
- 7.1.6 Transport of samples (freight forwarding costs should exclude the cost of duties on products sold at the exhibition);
- 7.1.7 Exhibition costs;
- 7.1.8 Specialized exporter training (not offered by the coordinator/applicant);
- 7.1.9 Insurance for the transport of samples;
- 7.1.10 Bank charges;
- 7.1.11 Interpretation fees, limited to Ten Thousand Rand (R10 000) per event, only for non- English speaking countries.

#### 7.1.12 Breakdown of qualifying costs for physical trade events :

Offering Description	Benefit Description
Marketing materials (e.g. event brochures, banners, CD / DVDs, pamphlets).	<p>a) For <i>women, youth and disabled</i> majority owned entities:</p> <p>Maximum of 100 % of the cost and capped at <b>two thousand rand (R 2 000)</b> per entity, per event.</p> <p>b) For other qualifying entities:</p> <p>Maximum of 50 % of the cost per entity and capped at <b>one thousand rand (R 1 000)</b> per entity, per event.</p>



<p><b>Exhibition Stand</b></p> <ul style="list-style-type: none"> <li>a) Rental of exhibition space;</li> <li>b) Construction of stand, excluding interior design;</li> <li>c) Telephone installation, excluding phone calls;</li> <li>d) Instalment costs of Internet connection excluding costs charged for usage;</li> <li>e) Rental of essential furniture;</li> <li>f) Listing in official exhibition directory or registration fees;</li> <li>g) Electricity supply costs;</li> <li>h) Cleaning and security fees; and</li> <li>i) Publicity.</li> </ul>	<p>Hundred percent (100%) of the costs to a maximum of <b>one million rand (R1 million)</b>.</p>
<p><b>Remaining amount to be utilised for other qualifying expenditures</b></p>	

## 7.2 VIRTUAL TRADE EVENTS

The following costs may be considered as part of the project:

7.2.1 Total project cost to a maximum of **Five Hundred Thousand Rand (R 500 000)** per project covering :

7.2.2 Marketing materials and digital content;

7.2.3 Transport of samples where relevant (claims will only be paid after the show/event);

7.2.4 Exhibition participation and platform costs;

7.2.5 Specialised exporter training (not offered by the coordinator/applicant);

7.2.6 Insurance for the transport of samples, if relevant;

7.2.7 Bank charges;

7.2.8 Interpretation fees, limited to **Ten Thousand Rand (R10 000)** per event, only for non- English speaking countries.

### 7.2.9 Breakdown of qualifying costs for virtual trade events:

Offering Description	Benefit Description
<p><b>Marketing material/content costs</b> (e.g. Digital videos and pictures, Digital Profiles, Digital Catalogues, Web page development etc.)</p>	<p>a) For <i>women, youth and disabled</i> majority owned entities: Maximum of 100 % of the cost and capped at <b>six thousand rand (R 6 000)</b> per entity, per event.</p> <p>b) For other qualifying entities: Maximum of 50 % of the cost per entity and capped at <b>three thousand rand (R 3 000)</b> per entity, per event.</p>
<p><b>Exhibition Costs</b></p> <p>a) Payment for digital stand space, digital showroom access, real-time participation, client engagement sessions and or once off subscription to the platform costs;</p> <p>b) Digital connectivity costs, not exceeding R 500 per exporter, for the exhibition;</p> <p>c) Publicity.</p>	<p>Hundred percent (100%) of the costs to a maximum of <b>three hundred thousand rand (R 300 000)</b>.</p>
<p><b>Remaining amount to be utilised for other qualifying expenditures</b></p>	

## 8. SUPPORTING DOCUMENTATION AT APPLICATION STAGE: BOTH PHYSICAL AND VIRTUAL EXHIBITIONS

8.1 The following documents are required from the *project coordinator/applicant* at application stage:

- 8.1.1 A fully completed and signed application form;
- 8.1.2 Tax compliance status document (pin);
- 8.1.3 Structured Exporter Development Programme;
- 8.1.4 Exhibition brochure/ digital catalogues;

- 8.1.5 Exhibition stands/ exhibition participation costs quotation;
- 8.1.6 Three comparable quotations for travel and accommodation, marketing material, ground transport, specialised training and transport of samples.
- 8.1.7 A valid and compliant B-BEEE certificate from all service providers (level 1-6), or a sworn affidavit;

**8.2 The following documents are required from *emerging exporters* at application stage for both physical and virtual events:**

- 8.2.1 A fully completed and signed application form;
- 8.2.2 Tax compliance status document (pin);
- 8.2.3 A valid compliant B-BEEE certificate (level 1- 4) or sworn affidavit;
- 8.2.4 Products or service brochure i.e. pamphlet or CD ROM or photographs;
- 8.2.5 Audited or independently reviewed financial statements;
- 8.2.6 Letter from an auditor confirming turnover and total assets, where applicable;
- 8.2.7 Certificate of incorporation;
- 8.2.8 Certified copy of a valid passport (certified copy of ID for local events);
- 8.2.9 Exporter registration certificate for international events; and
- 8.2.10 Entity/company profile and breakdown of previous event participation paid for by any of **the dtic** incentives.

**9. SUPPORTING DOCUMENTATION AT CLAIM STAGE: BOTH PHYSICAL AND VIRTUAL TRADE**

**9.1 The following documents are required from the project coordinator/applicant at claim stage:**

- 9.1.1 A fully completed and signed claim form with checklist;
- 9.1.2 Invoices for qualifying costs;
- 9.1.2.1 **For local service providers:** Supplier name, invoice number, bank name, VAT registration numbers if applicable, account number, company registration numbers, telephone and fax numbers, addresses.

- 9.1.2.2 **For international service providers:** Supplier name, invoice number, bank name and address, account number or international bank account number (IBAN), swift/BIC code, sort code or routing number or IFSC code, currency amount in words, payment description, bank state branch.
- 9.1.3 Tax compliance status document (pin);
- 9.1.4 A valid compliant B-BEEE certificate ( level 1-6), from all approved service providers;
- 9.1.5 A fully completed and signed supplier maintenance form with a bank stamp and/or letter of bank account confirmation (obtained from **the dtic** website);
- 9.1.6 Signed standard terms and conditions (obtained from **the dtic** website);
- 9.1.7 All invoices and proofs of payment must be made out in the name of the project coordinator/applicant;
- 9.1.8 Invoices without verifiable VAT registration numbers (where applicable), company registration numbers, telephone and fax numbers, addresses, and swift codes or any other supplier information that cannot be authenticated, will not be considered for payment;
- 9.1.9 Certified proofs of payments for the exporter cost contributions<sup>1</sup> towards marketing content;
- 9.1.10 Additional documentation or information regarding the processing of a claim reimbursement can be requested at any time to verify the expenses incurred. Such documents can include:
- 9.1.10.1 Copies of bank statements;
- 9.1.10.2 Evidence of the service delivered by Service Provider;
- 9.1.10.3 Payments if any made by exporters;
- 9.1.11 A copy of the notification of approval, must always accompany all correspondence and/or submissions of subsequent project correspondance.

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<sup>1</sup> Applicable to non-designated entities that cannot demonstrate woman, youth and or disabled majority ownership and submitted by the project-coordinator, prior to claim disbursements for marketing content costs

## 9.2 The following forms of payment will not be considered for reimbursement:

- 9.2.1 Cash payments;
- 9.2.2 Offset payments;
- 9.2.3 Book entries;
- 9.2.4 Third party payments;
- 9.2.5 Credit notes; and
- 9.2.6 Travelers' cheques.

## 10. EVENT REPORTING

- 10.1 The project coordinator and participating entities should submit a post event review report to outline results achieved, within three months after the event.
- 10.2 Should the report not be submitted, **the dtic** reserves the right to exclude the applicant from receiving further assistance under the SSAS Scheme.

## 11. MONITORING, REPORTING AND IMPACT ASSESSMENT

- 11.1 All approved projects will be monitored by the relevant monitoring unit or division, in order to assess their performance and that of SSAS.
- 11.2 In order to evaluate the impact of the programme, **the dtic** may require that for a period of three (3) years after completion of the claim period, the applicant completes an annual project monitoring report.
- 11.3 Approved applicants may be required to submit performance reports during the period of the incentive as well as post the incentive period, as and when required by the department.

## 12. DECISION REVIEW PROCESS

- 12.1 Any dispute relating to a decision (including the rejection of an application or claim) taken by **the dtic** is limited to one (1) request for decision review per application lodged, within forty-five (45) days of the date of issue of the notification letter by **the dtic**.

12.2 Any request for decision review or request to consider an increase or decrease or any other amendment of approved qualifying activities or request to change the event date and or participants, should be submitted to **the dtic** prior to submitting claims.

### 13. CRIMINAL, MISLEADING, DISHONEST AND/OR IRREGULAR ACTIVITIES

13.1 **the dtic** may, upon suspicion of any such activities, suspend payments that may be due or may become due to an applicant. **the dtic** shall not be liable for any damages or interest, pending the finalisation of any investigation and any criminal proceedings brought as a result of the investigation.

13.2 Findings of an investigation indicating such activities will be sufficient to allow **the dtic** to cease all payments and reclaim any payments already made, with *mora* interest.<sup>2</sup>

13.3 **the dtic** subscribes to the principles set out in the Prevention and Combating of Corrupt Activities Act, 12 of 2004 (PRECCA). Applicants are requested to contact **the dtic** fraud hotline on 0800 701 701 should they wish to report any suspicious behaviour.

13.4 A duty rests on the applicant and/any other person that may benefit from the scheme to disclose everything that may have an influence on the adjudication of the application and/or claim. Failure thereof will lead to termination, cancellation, or suspension of the application or claims.

### 14. DEFINITIONS AND TERMINOLOGY (GLOSSARY)

#### 14.1 Historically Disadvantaged Businesses (HDB's)

For a business to qualify as a historically disadvantaged business, it must be an SMME with at least fifty-one (51%) owned by Black person(s), women or disabled person(s) of South African nationality and have an annual turnover of less than **twenty-five million Rand (R25 million)**.

#### 14.2 Structured Exporter Development Programme

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<sup>2</sup> *Mora interest accrues where payment is overdue (delayed) and no interest rate has been agreed between the parties. The obligation to pay interest on the amount owing therefore arises from the moment the debtor is in mora*

The structured exporter development programme should include comprehensive details of the following:

- 14.2.1 Preparation of participants before the event;
- 14.2.2 Post event support to ensure the achievement of the event goals and results;
- 14.2.3 Training and mentorship provided or to be provided throughout and beyond the event;
- 14.2.4 Tracking of individual emerging exporters successes, maturity and growth progression across multiple events, in order to profile the value and impact of the incentives, on individual exporters and the chosen markets.

### **14.3 Profile of the participating Entity/Company**

Brief profile of the entity/company should accompany all applications of the individual participants. The profile should include the following details:

- 14.3.1 Name of the entity/company;
- 14.3.2 Contact details and physical address;
- 14.3.3 Background of the entity/company;
- 14.3.4 Ownership structure;
- 14.3.5 Vision;
- 14.3.6 Mission;
- 14.3.7 Current core business;
- 14.3.8 Locally produced products and or services offering;
- 14.3.9 History of export sales if any;
- 14.3.10 Export readiness.

## 15. CONTACT DETAILS

DESCRIPTION	CONTACT DETAILS
<b>General Enquiries:</b> <b>the dtic</b> Call Centre <b>the dtic</b> website	0861 843 384 www.thedtic.gov.za
<b>General Customer Care Line</b> <ul style="list-style-type: none"> <li>• Clarification on issues pertaining to SSAS service levels;</li> <li>• SSAS report back questionnaires.</li> </ul>	012 394 1773 / 1087 / 3174 (Sector Specific Assistance Scheme for Emerging Exporters)
<b>Applications and Claim Customer Care Line</b> <ul style="list-style-type: none"> <li>• Enquiries related to status of applications and appeals;</li> <li>• Clarification on SSAS rules;</li> <li>• Request for application forms.</li> </ul>	012 394 1773 / 1087 / 3174 (Sector Specific Assistance Scheme for Emerging Exporters)
<b>Physical Address</b> <b>the dtic</b> Campus 77 Meintjies Street Sunnyside 0002	<b>Postal Address</b> Emerging Exporters Funding Private Bag X84 Pretoria 0001

### Approved by:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_