



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

MARKET AND SHOWCASE YOUR PRODUCTS AT THE SOUTH AFRICAN NATIONAL PAVILION AT GLOBAL HEALTH EXHIBITION 2026 IN RIYADH, SAUDI ARABIA FROM 26 – 29 OCTOBER 2026

The Department of Trade, Industry and Competition (**the dtic**) invites interested companies in the healthcare sector to apply for funding to participate in the South African National Pavilion at the 2026 Global Health Exhibition in Riyadh, Saudi Arabia from 26 – 29 October 2026.

The Global Health Exhibition is the largest gathering of healthcare professionals and innovators in the Middle East region. The event seeks to accelerate digital transformation, advance new models of healthcare and build a more integrated tech-driven healthcare ecosystem. The event encompasses medical equipment and devices, healthcare and general services, orthopaedics, wellness and prevention programmes.

The South African National Pavilion at the exhibition provides a platform for local companies to generate new business, increase brand exposure and network with industry leaders and potential buyers. This opportunity demonstrates **the dtic's** commitment to diversifying and increasing exports of value-added products and services to high-growth markets such as the Middle East.

How to Apply:

- National Pavilion application forms and guidelines can be downloaded via **the dtic** website: <http://www.thedtic.gov.za/sectors-and-services-2/1-4-2-trade-and-export/export-marketing-and-investment-assistance-emia/group-offerings/>
- No courier / posted applications will be accepted
- Applications close on **18 June 2026 at 12:00** and no late applications will be accepted

the dtic will offer the following financial support to qualifying firms:

- Air travel assistance up to R20,000 (SMME's and Black Owned Enterprises only)
- Daily subsistence allowance up to R3,500 per day (SMME's and Black Owned Enterprises only)
- Exhibition space and booth rental costs.
- Freight forwarding of display material

For any enquiries pertaining to applications, sector and/or event please contact:	
APPLICATIONS (EMIA)	SECTOR / EVENT (Export Promotion)
Ms Virginia Mbuyisa 012 394 5988 VMbuyisa@thedtic.gov.za	Mr Wassem Wrinquest 012 394 5863 wrinquest@thedtic.gov.za

NB:

1. **B-BBEE certificate**, all applicants must submit a valid B-BBEE certificate maximum **Level 8** or a sworn affidavit (an affidavit is for entities having less than R10 Million turnover). This is in compliance with B-BBEE Amendment Act.
2. **Please note that the dtic will be responsible for the company's benefits only as per EMIA guidelines, any health-related costs such as PCR tests, quarantine costs, etc will be the responsibility of the individual companies**