

Invitation

Explore and Diversify Your Export Markets Outward Selling Mission to Malaysia 11 To 14 August 2026

the dtic invites interested companies to apply to participate in an Outward Selling Mission (OSM) to Kuala Lumpur, Malaysia, from **11 to 14 August 2026**. This OSM aims to promote South African value-added products and services in this market and will include a business seminar, B2B meetings and site visits.

Applications close on **5 June 2026**. All applications **must** be emailed to: OSMMalaysia&Singapore2025@thedtic.gov.za. The email subject line must reflect event name and date, and all documents must be submitted in a zip-folder file. **No courier/posted applications will be accepted.**

Entities that wish to apply for EMIA funding to participate in this event must:

- Be from one of the targeted sectors: agro-processing, cosmetics and information and communication technology (including AI components)
- Be in operation for at least two years
- Have a proven business track record
- Be competitive in the South African market
- Be export-ready and/or have exported previously
- Have the capacity to timeously supply any export orders resulting from the OSM
- Have a valid and active tax clearance certificate.

the dtic will provide:

- Economy class return airfare up to a pre-determined maximum amount
- Daily accommodation up to a pre-determined maximum amount (bed and breakfast only)
- Excess luggage allowance for samples up to R2,500 per delegate.

Enquiries:

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the dtic

Department:
Trade, Industry and Competition
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