



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

PROGRAMME GUIDELINES

EXPORT MARKETING AND INVESTMENT ASSISTANCE (EMIA) INDIVIDUAL EXHIBITIONS AND IN-STORE PROMOTIONS

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1. DEFINITION OF EMIA SCHEME

The purpose of assistance under the EMIA scheme is to partially compensate exporters for costs incurred in respect of activities aimed at developing export markets for South African products and services and to recruit new foreign direct investment (FDI) into South Africa.

The programme comprises the following **Individual Participation Incentive Schemes**:

- 1.1 Individual Exhibition (**IE**) and In-Store Promotions (**IP**)
- 1.2 Primary Market Research (**PMR**) and FDI
- 1.3 Individual Inward Mission (**IIM**)

The programme comprises the following **Group Participation Incentive Schemes**

- 1.4 Group Inward Buying Missions (**IBM**) Group Inward Investment mission (**IIM**)
- 1.5 National Pavilions (**NP**)
- 1.6 Outward Selling Mission Assistance (**OSM**) and Outward Investment Mission Assistance (**OIM**)

2. QUALIFYING ENTITIES

- 2.1 South African manufacturers of products
- 2.2 South African export trading houses representing at least three small, medium and micro enterprises (SMMEs) or historically disadvantaged individual (HDI) owned enterprises
- 2.3 South African commission agents representing at least three SMMEs or HDI-owned enterprises
- 2.4 South African Export Councils, Industry Associations and Joint Action Groups
- 2.5 Entities that outsource their manufacturing process
- 2.6 Financial assistance to the manufacturing and services industries is limited to the dti's priority sectors including the IPAP sectors as outlined below:
 - 2.6.1 Aerospace, Rail, Marine and boatbuilding
 - 2.6.2 Agro-processing, including food pricing and pricing imperatives
 - 2.6.3 Automotive products, and components, and medium and heavy commercial s
 - 2.6.4 Build Environment Professions(Consulting engineering, civil engineering contractors, quantity surveying and architecture.
 - 2.6.5 Cultural Industries: (Film and television, music and crafts)
 - 2.6.6 Chemicals (pharmaceuticals, plastics, cosmetics)
 - 2.6.7 Pre-qualified tourism
 - 2.6.8 Electro-technical(Electronics, electrical engineering and ICT)
 - 2.6.9 Business process outsourcing
 - 2.6.10 Metal fabrication
 - 2.6.11 Biofuels
 - 2.6.12 Clothing, textiles, footwear and leather
 - 2.6.13 Upstream Oil and Gas
 - 2.6.14 Green and energy saving industries

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- 2.6.15 Forestry, paper, pulp and furniture
- 2.6.16 Capital equipment and allied services (Mining, Agriculture, Building and construction, beneficiation, utilities)
- 2.6.17 Nuclear, defence and advanced materials

3. GENERIC QUALIFYING CRITERIA

- 3.1 Export readiness of applicant
- 3.2 Export/production performance of the applicant
- 3.3 Export/marketing competence of person visiting the foreign country
- 3.4 Potential available/accessible production/export product capacity
- 3.5 Extent of export marketing planning
- 3.6 Type of product for export and local sales performance
- 3.7 Level of labour absorption, location and technological requirements
- 3.8 Industry in which the venture operates or is planned
- 3.9 Submission of general and specific qualifying documentation and adherence to general and specific criteria as stipulated per each EMIA offering

4. MANDATORY CONDITIONS

- 4.1 All entities should have traded for more than one financial year.
- 4.2 The entity must be a registered legal entity in South Africa in terms of the Companies Act, 1973 (as amended), or the Close Corporations Act, 1984 (as amended) or Co-operatives Act, 1981 (as amended) except in case of a sole proprietor and partnerships.
- 4.3 The applicant must be a taxpayer in good standing and provide a valid tax clearance certificate before EMIA incentive is disbursed.
- 4.4 Completed applications should reach **the dti** two months before the commencement date of the event.
- 4.5 Applications cannot be considered earlier than six months prior to the commencement date of the event.
- 4.6 Applications submitted on the last day will be allowed five working days to submit outstanding information.
- 4.7 **Any material changes related to the application must be notified in writing to EMIA before the commencement of the event and the changes must be approved by the Adjudication Committee/Senior Manager.**

5. LIMITATIONS AND EXCLUSIONS

- 5.1 Individual Participation (IE, PMR and FDI and IIM) is limited to **four applications** per calendar year.

- 5.2 Any assistance provided by the EMIA scheme is at the discretion of Industrial Development: Incentive Administration Division (IDIAD) Adjudication Committee subject to the availability of the budget.
- 5.3 No limitation in terms of number of years of assistance for a specific market, each application is considered on merit. Information on export sales and sales leads achieved as a result of previous EMIA Assistance will be required after a three-year period.
- 5.4 Participation in countries that are members of the South African Customs Union (Botswana, Lesotho, Swaziland, and Namibia) is excluded from EMIA assistance.
- 5.5 Approved entities are required to submit the six-month report-back questionnaires; failure to comply shall entitle **the dti** to exclude the applicant from future participation.
- 5.6 EMIA incentives are not available for events taking place in the period **10 December** up to and including **10 January** of each year.
- 5.7 Only one representative per business will qualify for support. The representative should be a senior executive and have the authority to conclude contracts on behalf of the firm. The decision-maker should be available full-time at the exhibition stand.
- 5.8 Assistance under EMIA will be restricted to exporters or export agents for the export of value-added products that will enhance the export capacity of South Africa. A product must have a local content of at least 35% to qualify for assistance.
- 5.9 EMIA applicants must disclose information on related parties where the one party can exercise significant/ insignificant/substantial/ insubstantial influence over another party in making financial and operating decisions or can exercise control or joint control over the other party. Assistance to these parties is to the sole discretion of the Adjudication Committee.
- 5.10 Participation in private exhibitions is excluded.
- 5.11 All entities applying for EMIA financial assistance might be subject to a site visit being conducted.
- 5.12 **the dti** will not be held liable for any expenses incurred by applicants prior approval and receiving of the **letter of approval**.
- 5.13 Only projects included in the Export Council's business plan approved by **the dti** TISA division. Motivation should be submitted for projects outside the approved business plan.

6. APPLICATION PROCESS

Application	Application Procedure
<ul style="list-style-type: none"> • Applicant obtains EMIA application form and guideline from the dti website (www.thedti.gov.za) or from EMIA customer care line. • Applicant may obtain further information telephonically, by e-mail or visit to the dti offices. • The guidelines should be read before completing the application form. 	<ul style="list-style-type: none"> • The Applicant e-mails the complete application to: emia@thedti.gov.za. • The completed, signed application form with the supporting documents should be forwarded to EMIA by registered mail, courier or hand delivery.

Basic Evaluation	Adjudication Committee
<ul style="list-style-type: none"> • The applicant will receive an acknowledgement letter within 96 hours. • A letter will be sent within four working days requesting outstanding documents. • The applicant will be given five working days to submit the documents. 	<ul style="list-style-type: none"> • Technical evaluation will be performed for the complete application. • Adjudication Committee convenes bi-weekly. • Complete applications are presented to the Committee. • Applications are approved, rejected or referred back for additional information. • The decision of the Adjudication Committee is final. • Letter confirming approval of the application and the claim form will be forwarded to the applicant within 15 working days.

7. INDIVIDUAL EXHIBITION FINANCIAL ASSISTANCE

7.1 General description of the financial assistance

Assistance is granted to individual exporters to exhibit products at recognised exhibitions abroad where TISA does not provide for a national pavilion.

7.2 Financial Assistance

TYPE OF QUALIFYING ENTITY	DESCRIPTION OF OFFERING	DESCRIPTINCIAL ON OF FINANCIAL ASSISTANCE
HDI and SMME	Economy class return airfare	100% of the costs to a maximum of R17 000
HDI and SMME	Subsistence allowance <ul style="list-style-type: none"> • Exhibitors are allowed to claim a subsistence allowance for the duration of the exhibition up to a maximum of 15 days. • One day prior to the exhibition starting date will be reimbursed to ensure the stand is ready for the opening day. 	R2 300 per day

HDI and SMME	Transport of samples <ul style="list-style-type: none"> Including forwarding and clearing charges 	R17 500
HDI, SMME and Other Sized	Exhibition costs <ul style="list-style-type: none"> Rental of exhibition space Construction of stand, excluding interior design Telephone installation, excluding phone calls Internet connection installation, excluding usage Listing in official exhibition directory or Registration Fees Rental of furniture and equipment Electrical costs Cleaning and security fees Interpreting fees to a maximum of R1 000 to qualifying countries 100% of the design and print cost of marketing materials within the exhibition costs limit up to a maximum of R7 000 	100% of the exhibition costs to a maximum of R50 000, including foreign VAT in all regions, except Africa. <u>Africa Region:</u> 100% of the exhibition costs including foreign VAT, to a maximum of R75 000 for enterprises exhibiting in North, East and West Africa

7.3 Scheme-Specific Qualifying Criteria

7.3.1 A maximum of 25 exhibitors will only be considered for the IPAP priority sectors.

7.3.2 No incentives considered in the case where the exporter is represented by its official foreign agent or distributor at the exhibition.

7.3.3 Where businesses intend sharing costs for the exhibition stand or participating in a circuit events, participating businesses must indicate this on the application form. If it is established that this were not indicated on the application form, the approvals will lapse and the businesses must repay the EMIA incentives already paid to them for that particular exhibition with interest thereon as required by Section 80 of the Public Finance Management Act (No.1 of 1999), calculated from the date of payment of the incentives.

7.4 Supporting documentation required from all applicants

7.4.1 **Exporters registration certificate**

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A copy of the exporter registration certificate from Customs and Excise, except for service-oriented entities, Export Councils, Industry Associations and Joint Action Groups.

7.4.2 Proof of registration of the entity

7.4.2.1 In the case of a Company, Close Corporation or Co-operatives, a certificate of incorporation and certificates in respect of all name changes effected.

7.4.2.2 Sole proprietors must submit a certified copy of a South African identity document. Foreigners must submit certified copies of their passports and proof of registration with SARS.

7.4.2.3 A copy of the Partnership agreement in the case of a Partnership.

7.4.2.4 Articles of Association or other proof in the case of an Industry Association.

7.4.2.5 Documentary proof of the establishment of a Trust.

7.4.3 Product Brochure

7.4.3.1 A full-colour product brochure/company website printout of the products or services or a download of the website on CD.

7.4.3.2 The brochure must be printed on good quality paper; EMIA also accepts a CD ROM format. The brochure must contain the following information: the entity name and logo; international contact details; carefully edited pictures of the products; description of products and the international specifications, where applicable.

7.4.3.3 An export-trading house or commission agent can either submit their own brochure reflecting all products represented or those of the entities represented.

7.4.4 Financial Documentation

7.4.4.1 Companies are required to provide the latest audited financial statements.

7.4.4.2 A Close Corporation should submit the latest financial statements signed off by the accounting officer.

7.4.4.3 Co-operatives should submit the latest financial statements signed off by the accounting officer.

7.4.4.4 The latest financial statements must be prepared and signed off by registered accountants. If the latest financial statements are not available, after a period exceeding six-months from the financial year-end of the entity, the registered accountant must provide the reasons for non-availability. In addition to this the applicant should provide EMIA with audited financials pertaining to the previous financial year.

7.4.4.5 Sole proprietor and the Partnership should submit the latest bank statements for the last three months.

7.4.5 Air Ticket Quotations

7.4.5.1 Customers must obtain three quotations from service providers of choice.

7.4.5.2 Only the lowest quotation will be considered from service provider of choice.

- 7.4.5.3 EMIA will not be responsible for any cancellation fees or any additional costs that are incurred due to travel deviations. All additional costs will be borne by the customer.
- 7.4.5.4 It is the responsibility of the customer to make the arrangements for air-tickets. This includes the booking, issue and delivery stages.

7.4.6 Freight-Forwarding quotations

- 7.4.6.1 Customers must obtain three quotations from service providers of choice.
- 7.4.6.2 Only the lowest quotation will be considered.
- 7.4.6.3 It is the responsibility of the customer to arrange freight-forwarding for approved transport of samples and/or promotional materials.

7.4.7 Export Marketing Plan

This is a simple plan to demonstrate the company's export development plan and should indicate how the company intends to generate sustainable export sales in its selected target markets. This information presents a preferred format to be followed in drafting this summarised Export Marketing Plan for EMIA purposes.

- 7.4.7.1 Executive Summary: This is a brief summary of the marketing plan and will include the following: role of the company; significant product or service; reasons for choice of market; and competitive advantage.
- 7.4.7.2 Situational/Marketing Analysis: An analysis of the current marketing situation for the product to be covered in the marketing plan: analysis of the product, price, promotion strategies and distribution channels; viability of the product, expected competition and trade barriers; and SWOT analysis.
- 7.4.7.3 Marketing Objectives and Strategies: Sales objectives; market share objectives; and marketing strategies.

7.4.8 Exhibition Brochure

An exhibition brochure defining the date and nature of the event must accompany applications for Individual Exhibition assistance. A copy of the event brochure or a website printout of the event clearly indicating the following information:

- 7.4.8.1 The nature of products exhibited by participating businesses;
- 7.4.8.2 The profile of the buyers and visitors;
- 7.4.8.3 The size of the event, including the number of participants and the number of visitors; and
- 7.4.8.4 Information on the international status of the exhibition.

7.4.9 Documents Specific to Commission Agents and Export Trading Houses

- 7.4.9.1 If the applicant is a Commission agent, copies of agency agreements from three SMME or HDI to be represented at the event.
- 7.4.9.2 If the applicant is an Export Trading House, letters confirming permission to represent three SMME or HDI.

7.4.10 Documents for entities that are outsourcing their manufacturing process

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Entities that outsource their manufacturing process will only qualify on submission of formal outsourcing agreement/s between the entity and the manufacturer/s or other proof substantiating that the entity is the legal owner of the product /design or patent.

8. IN-STORE PROMOTION FINANCIAL ASSISTANCE

8.1 General description of the financial assistance

Assistance is granted to groups of five or more SMME or HDI manufacturers to showcase specific South African-manufactured products in targeted retail outlets abroad. Assistance is provided for one representative per registered exporter per an in-store promotion. Export Trading Houses, Commission Agents and Industry Associations are **excluded** from assistance under this offering.

8.2 Financial Assistance

TYPE OF QUALIFYING ENTITY	DESCRIPTION OF OFFERING	DESCRIPTION OF FINANCIAL ASSISTANCE
HDI's & SMME's	Economy Class return airfare	100% of the costs to a maximum of R17,000
HDI's and SMME's	Subsistence allowance Exhibitors are allowed to claim a subsistence allowance for the duration of the in promotion up to a maximum of 15 days	R 2, 300 per day
HDI's and SMME's	Transport of samples Including forwarding and clearing charges	Maximum R17 500
HDI's and SMME's	Development of marketing materials <ul style="list-style-type: none"> ▪ 3 quotations from different service providers must be submitted with the application ▪ The lowest quotation will be considered for approval 	Maximum R15,000

8.4 Documentation required from all applicants

- 8.4.1 A copy of the entity's exporter registration certificate form Customs and Excise
- 8.4.2 Proof of registration of the entity
- 8.4.3 A full-colour product brochure
- 8.4.4 Financial statements or bank statements in the case of a sole proprietor/partnership
- 8.4.5 An export Marketing Plan
- 8.4.6 Three quotations from different service providers for air travel
- 8.4.7 Three quotations from different service providers for transport of samples
- 8.4.8 Three quotations from different service providers for marketing materials
- 8.4.9 The signed agreement with the retail outlet.
- 8.4.10 Motivation from IDD Sector desk

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8.4.11 Letter of Support from the foreign office representative in a specific country or from TISA's International Operations Unit (IOU)

9. CLAIM SUBMISSION

9.1 Permissible Submission date of a claim

- 9.1.1 The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within three months after the date of event from the approved business destination.
- 9.1.2 Incomplete claims and claim items received after the three months will be rejected without exception. Customers will forfeit in principle the approval granted to them if they do not submit the claim form and all supporting documentation within three months after the date of event from the approved business destination.
- 9.1.3 For approvals made after an event has occurred, a claim must be submitted within one month of receipt of the approval letter.
- 9.1.4 Claims, in respect of which claim items/documentation are outstanding after three months, will be cancelled.
- 9.1.5 Rejected/Appeals on any decision of EMIA must be lodged in writing to TEO within three months from the date of communication to the claimant.

10. CLAIM PROCESS

<p>Claim</p> <ul style="list-style-type: none"> • A claim form will accompany the letter of approval. The claimant obtains a claim form from the dti website (www.thedti.gov.za) or from the EMIA customer care line. • The claimant may obtain further information telephonically, by e-mail, from the Claim Advisors or a visit to the dti offices. 	<p>Claim Procedure</p> <ul style="list-style-type: none"> • The claimant completes the claim, sign and attaches the supporting documentation as per the check list. • Incomplete claims delays payment. • The completed, signed claim form with the supporting documents should be forwarded to EMIA by registered mail, courier or hand delivery.
<p>Technical Evaluation</p> <ul style="list-style-type: none"> • The applicant will receive an acknowledgement within 96 hours. • The letter will be send within four working days requesting outstanding documents. • The claimant will be given a date to submit the documents. 	<p>Payment Process</p> <ul style="list-style-type: none"> • Complete claim will be evaluated within 20 working days. • Payment advice will be send to Finance for payment. • The claim will be paid by the dti Finance within 10 working days.

11. CLAIM SUPPORTING DOCUMENTS

11.1 Air ticket

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- 11.1.1 Original or certified copies of the business/economy class air tickets, which must be accompanied by an invoice and proof of payment.
- 11.1.2 EMIA clients will not be reimbursed for air tickets where Voyager miles were utilised.
- 11.1.3 Fax copies of the electronic air ticket or e-mailed from the travel or issuing agent specifying the routes, dates, name, time, agent and the value and proof of payment will be accepted for payment.
- 11.1.4 Proof of payment must be in the name of the approved entity.
- 11.1.5 No invoice is required where an e-ticket was issued.
- 11.1.6 If the ticket was changed for whatever reason, all tickets issued must be submitted and the reasons thereof.
- 11.1.7 All boarding passes must be kept and submitted for verification purposes.

11.2 Passport

Certified copy of the passport clearly showing:

- 11.2.1 Personal Particulars (passport photo);
- 11.2.2 Departure date stamp from South Africa;
- 11.2.3 Re-entry date stamp into South Africa;
- 11.2.4 Where passports do not have an entry and exit stamp, because they were scanned at customs, a claimant will have to submit boarding passes as proof of entry/exit into or out of South Africa; and
- 11.2.5 All boarding passes must be kept as they could be required for verification purposes.

11.3 Transport costs of samples

- 11.3.1 A copy of the SARS Export Release Notification or Bill of Entry;
- 11.3.2 Copy of the Airway bill/Bill of Lading; and
- 11.3.2 Certified copy of an invoice of the approved service provider.

11.4 Exhibition costs

- 11.4.1 All invoices must be made out in the name of the approved entity.
- 11.4.2 Invoices without verifiable VAT registration numbers, company registration numbers, telephone and fax numbers, and without addresses will not be considered for the claim as they cannot be authenticated.
- 11.4.3 Only invoices in English or invoices in foreign languages translated into English and certified by a sworn translator will be considered for reimbursement.
- 11.4.4 In the case of participation in an exhibition under the Individual Exhibition Assistance Scheme, full details of deposit refunds and a cost statement for materials purchased for the exhibition and their subsequent disposal must be provided.

11.5 Brochures

- 11.5.1 In the case of invoices for promotional materials, please note that only those dated three months or a shorter period prior to the event will be considered for reimbursement.
- 11.5.2 Certified copy of the invoice.

11.6 Proof of Payment

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- 11.6.1 Proof of payment must be made out in the name of the approved entity.
- 11.6.2 Costs incurred should be accompanied by a proof of payment.
- 11.6.3 Original or certified copy of the bank statement, credit card statement and cheque.
- 11.6.4 Copy of the customer advice or the bank draft will be required if the currency paid or the beneficiary does not reflect in the bank statement.
- 11.6.5 Bank statements printed from the Internet will not be accepted as proof of payment.

11.7 The only acceptable means of payment:

- 11.7.1 Cheque
- 11.7.2 Bank draft
- 11.7.3 Electronic banking transfer

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

- 11.8.1 Cash payments
- 11.8.2 Offset payments
- 11.8.3 Book entries
- 11.8.4 Traveller cheques
- 11.8.5 Credit notes

11.9 Specific cases where third-party payments will be considered for re-imburement

- 11.9.1 When the payment incurred by the proposed traveller, the director of the company or the responsible person as stipulated in the application form.
- 11.9.2 In the case of a sole agent for a specific exhibition, a copy of the agreement must be submitted to EMIA, clearly stipulating that the company is the only (sole) South African agent of the event. To control the third-party payments originated from a Sole Agent, the following controls are in place:
 - 11.9.2.1 The applicant should submit the invoice from the Sole Agent and the invoice from the Exhibition Organiser;
 - 11.9.2.2 The applicant should submit the proof of payment of the amount paid to the Sole Agent and the proof of payment from the Agent to the Exhibition organizer;
 - 11.9.2.3 Management fees or any other administrative costs charged by the agent will not be reimbursed by EMIA; and
 - 11.9.2.4 If there are any costs charged by the Exhibition Organiser or other service provider pertaining to exhibition, these must be disclosed by the agent in the form of reconciliation indicating the precise details of how these costs were shared by exhibitors.

11.10 In the case of other third-party payments. To control third-party payments, the following controls are in place

- 11.10.1 The applicant should submit the invoice from the service provider and the invoice from the third party.
- 11.10.2 The applicant should submit the proof of payment of the amount paid to the third party and the proof of payment from the third party to the service provider.

11.10.3 Management fees or any other administrative costs charged by the third party will not be reimbursed by EMIA.

11.10.4 If there are any costs charged by the Exhibition Organiser or other service provider pertaining to exhibition, these must be disclosed in the form of reconciliation indicating the precise details of how these costs were shared by the exhibiting businesses.

11.11 Tax Clearance Certificate

11.11.1 An original valid Tax Clearance Certificate must accompany all claims for EMIA assistance under all EMIA programmes.

11.11.2 Only the original and valid Tax Clearance Certificate will be acceptable.

11.11.3 In instances where the company cannot submit a Tax Clearance Certificate due to outstanding taxes with SARS, an IT88 form may be submitted with the claim.

11.12 Documentation confirming bank details

11.12.1 A fully completed original Credit Order Instruction Form with a bank stamp.

11.12.2 A copy of a cancelled cheque or a bank statement on the bank's letterhead.

11.13 Other claim requirements

11.13.1 Faxed copies of the claim or documentation relating to the claim will not be accepted.

11.13.2 A commissioner of oaths must certify all copies of documents submitted as true.

11.13.3 EMIA can at any time request additional documentation/information regarding the processing of a claim. Such documents can include copies of bank statements, cheques, delivery notes, order notes, bank deposit slips and other documents regarded as being material for claim purposes.

11.13.4 A copy of the notification of approval must accompany all future correspondence and/or submissions of further documentation to EMIA. Should EMIA receive further correspondence/documentation accompanied with this notification of approval, EMIA will not be held responsible for the loss or misplacement of these documents, which could delay or hamper the administrative process.

11.13.5 No claim will be considered unless accompanied by the following documents:

- A copy of the letter of approval for the relevant trip;
- Invoices and proofs of payment **in the name of the approved entity** of all the relevant costs incurred during the visit; and
- All copies submitted must be certified as true copies by a commissioner of oaths.

11.14 Exhibitors will be responsible for the following expenses, which cannot be claimed from EMIA:

11.14.1 Insurance expenses in respect of exhibition material

11.14.2 Domestic value-added tax

11.14.3 Bank charges

11.14.4 Business cards

11.14.5 Promotional and publicity expenses, other than the expenses incurred in connection with the listing in the official exhibition directory

11.14.5 Storage of the transport of samples

12. VERIFICATION BY the dti

- 12.1 EMIA reserves the right to carry out inspections on activities of an enterprise approved by the Adjudication Committee from time to time.
- 12.2 If the Adjudication Committee is satisfied that a grant was based on false information, or that the applicants furnished misleading information, it may disallow the grant and recover the full amount paid to the enterprise. Interest on grant payments not due to applicants shall be levied at the rate prescribed in terms of Section 1(2) of the Prescribed Rate of Interest, 1975 (Act No. 55 of 1975) as from the day the grant was received.
- 12.3 The Adjudication Committee further reserves the right to authorise the publication of full details, including names, in cases of grant abuse.
- 12.4 **the dti** has a right, in its sole discretion, to provide rulings on the interpretation of these guidelines, in instances where the guidelines appear not to be specific.

13. MONITORING

- 13.1 To evaluate the impact of the programme, **the dti** requires that the applicant submit a six-month report-back questionnaire.
- 13.2 Failure to comply shall entitle **the dti** to exclude the applicant from participating for two years.

14. DEFINITIONS AND TERMINOLOGY

- 14.1 **Export Trading House (representing at least three SMMEs)**
A business that focuses on the promotion of export trade through the marketing of products from different manufacturers. The principle/manufacturer is not allowed to participate simultaneously with the agent.
- 14.2 **Commission Agent (representing at least three SMMEs)**
A commission agent must have an agency agreement with a local manufacturer for the promotion of the manufacturer's products in the export market. The principle/manufacturer is not allowed to participate simultaneously with the agent.
- 14.3 **Small, Medium and Micro-Sized Exporters (SMMEs)**
SMMEs must be privately, independently or co-operatively owned and managed, and must comply with any two of the following quantitative criteria:
- Total annual turnover must be less than R40 million;
 - Total assets, excluding fixed property, must be less than R15 million; and
 - Less than 200 full-time employees.
- 14.4 **Historically Disadvantaged Businesses (HDIs)**

For a business to qualify as a historically disadvantaged business, it must be an SMME where at least 51% of the business must be owned by black person(s), women or disabled person(s) of South African nationality.

- 14.5 Other Businesses
Businesses that do not qualify under the definition of an SMME as stipulated by the EMIA Scheme.
- 14.6 Registered Exporters
Exporters registered with the Commissioner of Customs and Excise.
- 14.7 Value-Added Product
A value-added product is one by which a South African business has increased the value of a product at each stage of its production by 35%, excluding initial costs such as indirect labour, commissions, taxes and duties, but including raw materials and packaging.
- 14.8 Subsistence Allowance
The daily subsistence allowance is provided to cover a portion of the hotel accommodation, meals, taxi fares, telephone calls, etc.
- 14.9 SIC Code
The Standard Industrial Classification Coding System
- 14.10 Third-Party Payments
For purposes of EMIA, Third-Party Payments will be defined as a payment made by an entity other than the approved company or by any person other than the proposed traveller or director of the company. Any invoice or proof of payment made in any other name will be construed as a third-party payment.
- 14.11 Circuit of Events
A circuit of events is where a company participates in more than one EMIA event on a specific trip abroad.

15. HOW TO CONTACT THE EMIA ADMINISTRATORS

Description	Contact Numbers
<p><u>the dti Call Centre</u></p> <p><input type="checkbox"/> For general EMIA information</p>	<p>0861 843 384</p>
<p><u>General Customer Care Line</u></p> <p>Request for</p> <p><input type="checkbox"/> EMIA Application Form</p> <p><input type="checkbox"/> EMIA Claim Form</p>	<p>Helena de Winter 012 394 1031</p> <p>Thabiso Goieman 012 394 3390</p> <p>(Individual Exhibitions, PMR, FDI and Individual Missions)</p>

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<input type="checkbox"/> EMIA Report-Back Questionnaire <input type="checkbox"/> Supplier Maintenance Form	sdewinter@thedti.gov.za; tgoeieman@thedti.gov.za
<u>Applications Customer Care Line</u> <input type="checkbox"/> Enquiries related to status of applications <input type="checkbox"/> Advise on the EMIA incentives <input type="checkbox"/> Clarification on EMIA rules	Marlene Vlok 012 394 1036 Amukelani Khosa 012 394 5679 Siphiwekahle Tembe 012 394 5808 Sue Joubert 012 394 1014 (I.E, PMR, FDI and IIM) mvlok@thedti.gov.za;sjoubert@thedti.gov.za
<u>Claims Customer Care Line</u> <input type="checkbox"/> Enquiries related to status of claims <input type="checkbox"/> Advise on EMIA incentives <input type="checkbox"/> Request for claim forms	Oscar Rikhotso 012 394 3174 Makwele Makwele 012 394 5987 Lindiwe Hayo 012 394 43313 (IE, PMR, FDI and IIM) orikhotso@thedti.gov.za; mmakwele@thedti.gov.za;lhayo@thedti.gov.za
Performance Report (Six-month report)	Elize le Roux 012 394 1042 e-mail: emia-ia-sixmonths@thedti.gov.za
Manager	Mangi Nhlapo 012 394 1044 mnhlapo@thedti.gov.za

Compliments and complaints should be directed to the EMIA Director: Mr Donald Mabusela
 dmabusela@thedti.gov.za