



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

EMIA EXPORT MARKETING & INVESTMENT ASSISTANCE

Group Outward Trade Mission Guidelines

2021

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1. EXPORT MARKETING & INVESTMENT ASSISTANCE SCHEME (EMIA)

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 & services and to recruit new foreign direct investment into South Africa.

2. GROUP TRADE MISSIONS

Trade missions as an export promotion tool, serves a number of purposes. Firstly it attempts to introduce local firms to new markets or existing markets with the aim of either gaining entry into that market or for purposes of strengthening existing networks within a particular market. Secondly it assists local firms to exploit the number of Free trade, Bi-lateral and Multi-lateral agreements, which have been negotiated between SA and the rest of the world.

3. EMIA GENERIC QUALIFYING CRITERIA

- a. Export readiness of applicant
- b. Export/production performance of the applicant
- c. Export/marketing competence of person visiting the foreign country
- d. Potential available/accessible production/export product capacity
- e. Type of product for export and local sales performance
- f. Level of labour absorption, location and technological requirements
- g. Industry in which the venture operates or is planned
- h. Submission of general and specific qualifying documentation and adherence to general and specific criteria as stipulated per each EMIA offering

4. EMIA GROUP MISSIONS CRITERIA

- a. The organizer of a Group Mission must be a recognised industry representative such as a Chamber of Commerce, Industry Association, Provincial Investment Promotion Agency (PIPA), Export Council, Export Club consisting of at least three or more exporting companies from the same sector, Joint Action Group, Provincial and/or Local Government or **the dtic**.
 - The mission must be aligned with **the dtic**'s sector strategy.
 - Missions should be confined to small manageable groups of **3** or more registered exporters including the leader of the mission. The maximum number of participants will depend on the budget agreed upon between EMIA and the mission organisers.
 - Only one business executive with contracting authority per registered exporter will qualify for EMIA funding. The representative should be a senior executive with the necessary authority to conclude contracts on behalf of the entity.

5. WHO QUALIFIES FOR EMIA ASSISTANCE

- a. **South African manufacturers of products** including SMME, BOE and Other-size businesses who are registered with the South African Revenue Services;
- b. **South African export trading houses** representing at least three manufacturing entities of the same sector.
- c. **South African commission agents** representing at least three manufacturing entities of the same sector.
- d. **South African Export Councils**, Export Clubs, Export Fora, Industry Associations and Joint Action Groups;
- e. **South African** registered **Cooperatives** exporting agricultural, and arts and crafts products.
- f. **Entities that are outsourcing** their manufacturing process will only qualify on submission of:
 - Formal outsourcing agreements between the company and the manufacturer/s
 - OR**
 - Other proof substantiating that the entity is the legal owner of the product/design or patent such as a letter from the MD / CEO / Owner from the outsourced entity confirming its manufacturing capacity and the local content of the product being manufactured on behalf of the outsourcer.
- g. **Entities/divisions/subsidiaries forming part of a group**, joint venture or partnership will qualify for EMIA assistance at the absolute discretion of the Director responsible for EMIA. Please see definition of related parties on page 5-6 of this document.
- h. **Provincial Investment and Trade Promotion Agencies**, Local Provincial Government and recognised Export Clubs do not qualify for Group Mission funding when organising the event, but would qualify for Group Mission funding should they participate on invitation in Missions organised by other stakeholders, such as International Trade Initiatives (ITI's).
- i. **Owners / Trainers / Breeders or Bloodstock Agents** pertaining to the Equine industry. However, should Trainers / Breeders or Bloodstock Agents attend on behalf of the actual horse owners, these entities should represent at least 5 owners and must submit letters from the relevant owners permitting them to represent the owner during the Mission.
- j. Financial assistance to the manufacturing and services industries is limited to **the dtic's** priority sectors as outlined below:
 - Aerospace, Rail and Marine;
 - Agro-processing, including furniture;
 - Automotives;
 - Build Environment Professions:
 - Consulting engineering;
 - Civil engineering contractors;

- Quantity surveying; and
 - Architecture.
- Business process outsourcing (BPO);
- Capital equipment and allied services;
- Chemicals:
 - Pharmaceuticals; and
 - Plastics fabrication.
- Clothing, textiles, footwear and leather products;
- Cultural Industries:
 - Film & television;
 - Music; and
 - Crafts
- Electro-technical:
 - Electronics;
 - Electrical engineering; and
 - Information technology and communication.
- Energy-efficiency products (for foreign direct investment purposes only);
- Metal fabrication;
- Paper and pulp;
and
- All IPAP Sectors

6. RELATED PARTIES

EMIA applicants for assistance 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*.

Significant influence means participation in the financial and operating decisions of the other party, but not control of those policies. This significant influence can be exercised, inter alia, by representation on the board of directors of the other party, participation in the policy-making process, by material intercompany transactions, the interchange of managerial personnel or dependence on technical information.

Substantial influence can be gained through the ownership of shares, legislation or agreement.

Control means:

- Ownership, directly or indirectly, of more than one-half of the voting power in other entities; or the right to exercise a significant portion of the voting power in another party and the power to direct, by statute, the policy and decisions of the other party

The following are regarded as related parties:

- Entities, which, directly or indirectly, through one or more intermediaries, are controlled by or can exercise control over, or are under common control with the reporting entity (for example, parent companies, subsidiaries and fellow subsidiaries). Quasi subsidiaries may also qualify as related parties.
- Associated companies
- Jointly controlled entities with jointly controlled assets and/or operations

- Individuals, including close family members, owning, directly or indirectly, such an interest in the voting power in the reporting entity that significant or insignificant influence can be exercised over the entity. Close members of the family of an individual are those that may be expected to influence or to be influenced by that person in their dealings with the enterprise
- Key management personnel of the entity, that is, people responsible for the planning, directing and control of the reporting entity. This includes directors and officers and close family members
- Entities in which a significant/insignificant interest in the voting power is held, either directly or indirectly, by individuals, key personnel and close family members, or entities over which the individual or key personnel member can exercise significant influence. It includes entities owned by directors or significant shareholders in the reporting entity, as well as entities that share key personnel with the reporting entity.

Note: Only the parent company or one of the subsidiaries can be approved for EMIA funding. The applying entity should however request approval to represent the entire group at the application stage.

7.1. GROUP OUTWARD SELLING / INVESTMENT MISSION ASSISTANCE

Assistance is provided to South African exporters who wish to make contact with foreign buyers with a view to conclude new export orders (Outward Selling Missions) or South African enterprises wishing to encourage and attract foreign direct investment into South Africa (Outward Investment Missions). **Group Missions will be limited to three (3) priority industrial sectors per event / visit.**

International Travel Benefits (incl. Air, Road and Rail Transport) Economy class for Air Travel ▪ BOE's & SMME's ▪ Other sized businesses	100% to maximum of R 20,000.00 50% to a maximum of R 10,000.00
Hotel Accommodation ▪ BOE's, SMME's & Other sized businesses ▪ Up to 15 days allowed	Up to a maximum of R 3,500.00 / day (Bed and breakfast only)
Transport of samples ▪ BOE's, SMME's & Other sized businesses	Up to a maximum of R 2,500.00 (Excess baggage only)
Freight Forwarding ▪ BOE's, SMME's & Other sized businesses	Freight forwarding of the display material / samples up to a maximum of 2,000kg or 3 cubic meters by sea or 300 kg chargeable weight by air freight. Road freight of samples and display material to maximum of 1,000kg or 2 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. In certain cases, the dtic may authorise freight costs that exceed the above guideline (e.g. Capital equipment and other large goods). Should the freight returned to South Africa be more than the freight originally forwarded to the exhibition / ITI, the additional freight cost will be deducted from the exhibitor's claim if found that the samples returned do not match the samples originally freighted.
Venue Hire and catering (Incl. Group Missions coinciding with International Trade Shows)	Benefits include: - Seminar / conference / exhibition venue hire for the duration of the Mission, should an exhibition and/or trade seminar form part of the event. - Shell scheme package for the stand with basic utilities and furniture incl. ICT infrastructure,

7.2. EXPORT / INVESTMENT SEMINARS AND CONFERENCES

Economy class return airfare	50% to maximum of R 10,000.00
Hotel accommodation for a maximum of 3 days.	50% to maximum of R 1,750.00 per day
Transport of samples	R 1,000.00 (Excess baggage only)

*** Note:** This offering is only available to South African Industry Representatives i.e. Export Councils who have to attend / participate in Export / Investment Conferences and Seminars in order to deliver papers on industry specific topics.

8. EMERGING ENTITY ASSISTANCE

An emerging exporter is a business or individual that:

- Is an SMME owned by person/s of South African nationality;
- Has an EMIA qualifying product or service;
- Has traded locally for at least 12 months;
- Must have been involved in limited or no exports;
- and must further meet at least one of the following qualifying criteria:
- At least 51% of the business must be owned by black person(s), woman and/or disabled individuals (HDIs);
- The company or individual should have an annual turnover of less than R5 million.

Description of Offering	Description of benefit
• International Travel Benefits (Economy Class)	100% of the total cost
• Hotel Accommodation	100% of total costs (bed and breakfast)
• Freight	100% of total costs as per normal EMIA benefits

RULES AND CRITERIA – EMERGING EXPORTERS

- Groups should consist of between 5-20 participants.
- The relevant EMIA application form must be submitted within the applicable due dates for the relevant Scheme i.e. Group Mission applications must be submitted at least two months before the departure date of the Mission.
- An Emerging Exporter can only apply 4 times under the category of an Emerging Exporter.

- Applicants for this assistance can be SEDA, Provincial Investment and Economic Agencies, Municipalities, Business Chambers, Export Councils, Export Clubs, Export Fora and Industry Associations (IDAD) or the individual Emerging Exporter (TISA).

DOCUMENTS TO BE SUBMITTED

- Submission of an appropriate EMIA application form within the permissible timelines;
- Valid Tax Compliance Pin to be submitted with the application;
- Proof of products i.e. brochure / pamphlet;
- A valid passport (only required when travelling internationally);
- An exporter Registration Certificate (only required when product samples are transported internationally to allow for custom clearance requirements);
- A letter from the entity's Auditor / Accounting Officer or audited financial statements confirming operational assets and liabilities, turnover and permanent number of employees;
- Proof of BOE identity or company registration reflecting shareholding percentages incl. B-BBEE Certificate or an Affidavit as per the B-BBEE Act for entities with a turnover of less than R10,0 million per annum.

All benefits will be paid up-front for qualifying individuals or entities, to the dtic's appointed service providers and will include travel, accommodation, exhibition costs and services, stand construction, and freight related costs.

9. RULES

- a. **the dti reserves the right to exclude the entities from further participating for the period of twenty four (24) months, should the firm fail to attend an event or cancel its participation within seven (7) days after signing the approval letter.**
- b. Any assistance provided under the EMIA schemes is at the absolute discretion of the Deputy Director General of Trade and Investment South Africa (TISA) whose decision will be final.
- c. EMIA schemes are mutually exclusive and benefits are not available for 2 different EMIA offerings to the same event i.e. Group Mission assistance to visit an international exhibition where **the dtic** already funds a National Pavilion. This rule does however not apply when a National Pavilion is oversubscribed or where the entity applied under SSAS funding for emerging exporters.
- d. No EMIA incentives are available for the period from 10 December up to and including 10 January of each year.
- e. Export Development, Promotion and Outward Investment is a division of **the dtic** and the right of action in respect of the scheme may be ceded to Export Development, Promotion and Outward Investment without notice to the exporter.
- f. The submission of misleading information or abuse of any of the EMIA assistance schemes by entities / person(s) representing an entity and found guilty of any criminal offence relating to EMIA i.e. fraud may lead to such entities/person (s) representing an entity being excluded from further assistance under the EMIA scheme of **the dtic** for a period of five years. **Entities who fail to submit their 6-month report back questionnaires will remain excluded for a period of twenty four (24) months from the date of the exclusion letter.**
- g. Should incidences of misconduct / misbehaviour during EMIA funded events be reported to / noted by EMIA officials, the relevant entity will receive a letter of warning. Should this be repeated in future, the entity will be excluded from EMIA benefits for a period of two years from the date of the exclusion letter.
EMIA officials further have the authority to remove any person who makes themselves guilty of misconduct during EMIA funded events.
- h. Substantiating information (such as the SAD 500 form) may be requested to verify export sales, especially for EMIA funded events / Missions previously attended.
- i. Businesses can submit a maximum of six applications per annum, with a limitation of four applications per scheme. Any exceptions must be authorised by the relevant Director responsible for EMIA.
- j. All applications for Group Mission assistance must be submitted at least 2 months prior to the departure date of the mission (Outward Missions) or commencement date of the event / mission (Inward Missions).

- k. All entities applying for EMIA funding might be subject to a site visit being conducted and signing of the application form will constitute an acknowledgement that the applying entity is in agreement with these terms.
- l. Freight forwarding of display material / samples up to a maximum of 2,000 kg or 3 cubic meters by sea or 300 kg chargeable weight by air freight. Road freight of samples and display material to maximum of 1,000 kg or 2 cubic meters. The one shall not exceed the other. Any excess must be paid directly to the appointed freight forwarder. In certain cases, **the dtic** may authorise freight costs that exceed the above guideline (e.g. Capital equipment and other large goods for Outward Bound Missions. In the event where the freight returned to South Africa is more than the freight originally forwarded to the exhibition, the additional freight cost will be deducted from the exhibitor's claim if found that the samples returned do not match the samples originally freighted.
- m. **Payment of a refundable deposit of R 10,000.00 is required by Mission Organisers who wish to have their Missions registered on the Missions List**
- Should the Mission be postponed / cancelled less than **two (2)** months prior to the scheduled Mission dates, the deposit will be forfeited.
 - Should a Mission further be postponed more than twice, it would also be viewed as a cancellation and the deposit forfeited.
- The only grounds for exceptions would be:
- Political unrest and/or acts of war
 - Actions of nature
 - Illness and/or death
 - Where the foreign host indicate in writing that the scheduled time of the visit is no longer suitable.
- n. EMIA assistance can be re-evaluated where entities have participated in a specific event / show / Mission for more than **four (4)** times in accordance with their export performance. Should export performance not be satisfactory, EMIA funding can be re-evaluated at the discretion of the EMIA Group Offerings Adjudication Committee and participants might be required to carry their own costs for Group Missions.
- o. **DECISIONS BASED ON NON-ADHERENCE TO RULES AND / OR CRITERIA CANNOT BE APPEALED.**

10. SUPPLEMENRATARY INFORMATION AND DOCUMENTATION

The following supplementary information and documentation are required with the OSM / OIM application TO BE SUBMITTED TWO (2) MONTHS PRIOR TO THE COMMENCEMENT DATE OF THE MISSION.

- a. A detailed motivation for the mission, including:
- brief overview and background of the mission
 - the Contact and involvement of Foreign Offices
 - once completed, how will the mission support the mandate of sustainable SME development
 - what objectives will be achieved as a result of the mission (clear, measurable objectives and outcomes)?

** Please refer to the detailed mission motivation template available.*

- b. Valid Tax Compliance Pin to be submitted with the application.
- c. Entities/individuals applying for EMIA assistance must be registered with the Commissioner of Customs and Excise (SARS) as **exporters and importers**. A copy of an exporter registration certificate must be attached to all applications. Services oriented companies are exempted from this requirement. Contact SARS on 0800 00 7277 (Customs). This rule does not apply to owners / trainers / breeders / bloodstock agents in the Equine industry.
- d. A copy of the Certificate of Incorporation (Ltd, Pty Ltd and CC), Name Change certificate, Trust/Founding statement, Articles of Association or a copy of the Partnership Agreement or in the case of a sole proprietor a certified copy of a South African identity document.
- e. A copy of a valid passport of the traveller representing the entity (only required when travelling internationally).
- f. A full electronic colour / corporate brochure of the products or services manufactured or marketed by the company and 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.
- g. Financial Statements – Other sized companies must submit their latest audited financial statements. SMMEs to submit a letter from their Accounting Officer confirming operational assets and liabilities, turnover and permanent number of employees. Entities that are unable to submit either the latest audited financial statements/ letter from the accounting officer with their applications for EMIA funding will be classified as “Other-sized” entities.

- h. B-BBEE Certificate or an Affidavit as per the B-BBEE Act for entities with a turnover of less than R10,0 million per annum.
- i. In the case of a commission agent, agency agreements from **three (3)** manufacturing entities being represented by the Commission Agent. Commission agents must also submit details and product brochures for the **three (3)** manufacturing entities being represented as well as letters confirming permission to represent these entities.
- j. In the case of an export trading house, the relevant MD/CEO/Owner of the entity must sign letters of representation and state that the Export Trading House can represent them. Letters must also include confirmation of purchases by the Export Trading House, quantity and value of the purchases. In the case of an export trading house exporting bulk wine, a letter from the estate / winery (CEO/MD) indicating that the company or individual trading in bulk wine has purchased bulk wine must be submitted, confirming the variety and volume purchased.
- k. Organisers must submit a mission programme at least one week prior to the departure date of the mission
- l. A detailed business plan (For Outward Investment Missions only).
- m. **Conference / Seminar attendance**
 - 1. EMIA benefits will only be available to South African Industry Representatives i.e. Export Councils who wish to attend / participate in Export / Investment Conferences and Seminars and will be applicable to recognized international seminars and conferences focusing on export promotion or foreign direct investment recruitment with pre-scheduled business-to-business meetings.
 - 2. The conference program, clearly indicating the nature and status of the conference, speakers, main and sub themes, must accompany applications for conferences.
 - 3. Copies of conference proceedings, papers, plenary notes etc. must be submitted with claims.

11. MISSION PROGRAMME

A. Submission of mission programmes

Organisers of missions must ensure that a mission programme is submitted to **the dtic** at least one week before the commencement date of a Mission for the duration of the Mission excluding weekends and public Holidays, which are not funded by EMIA.

Should owners / trainers / breeders or bloodstock agents in the Equine industry attend horse racing events as oppose to a general Trade Mission, at least **four (4)** business meetings per day should be attended for the duration of the Mission.

12. GROUP MISSION CLAIMS – RULES

- a. The claim form and all supporting documentation, together with the relevant post-event questionnaire must be completed and submitted to EMIA within **three (3) months** of the date of return from the approved business destination. Incomplete claims and claim items received after the three months will be rejected without exception. Customers will forfeit the in principle approval granted to them if they do not submit the claim form and all supporting documentation within three months after the date of return from the approved business destination.
- b. A claims helpdesk is available within EMIA to assist you with the completion of your claim forms and the identification of documents required for the claim submission. Please utilise this facility to ease the process by contacting Ms Nkateko Ngobeni on telephone: 012 394-5612 or send an email to: EMIAClaims@thedtic.gov.za
- c. A comprehensive list of the claims documents required is given in Section A – Claim Checklist, on page 1 of the Claim form for Group Missions.
- d. EMIA participants may either purchase air tickets from one of EMIA's Preferred Service Providers/their own travel agents/direct from the airline. The cost of tickets purchased from participant's own travel agents and airline must be within the amount quoted by **the dtic's** preferred service providers. Tickets paid for directly through the airline/ own travel agents; the proof of payment must clearly reflect the name of the airline and/or the e-ticket number. Proof of payment in the form of bank statement must be submitted to confirm that the air ticket was not purchased with voyager and/or any other travel miles or benefits and for **the dtic** to reimburse the traveler.
- e. **Proof of payment** (in the form of original / certified bank statements, stamped by the bank) **of the relevant costs incurred during the visit should be provided.** Should the bank statement not reflect the name of the actual beneficiary i.e. relevant PSP, it should at least contain the e-ticket number/amount as it appears on the e-ticket and invoice received from the travel agent / airline.
- f. EMIA will provide a letter of acknowledgement to the claimant within 48 working hours of receipt of the claim. This letter of acknowledgement must accompany all future correspondence with EMIA.
- g. Quotations from the PSP's are no longer required with the EMIA application for Group Outward Bound Mission assistance, but approved participants are still responsible to book and pay their air tickets through either one of the EMIA PSP's or their preferred service providers provided the amount is within the amount quoted by **the dtic** service providers. An original invoice from the service provider as well as acceptable proof of payment for the air ticket must be submitted with the EMIA claim for reimbursement. Should the air ticket be booked and paid for directly through the airline, the proof of payment must clearly reflect the name of the airline and / or the number of the e-ticket.

Proof must also be submitted that the air ticket was not purchased with voyager and / or any other travel miles or benefits.

h. The only acceptable means of payment are:

- i. Cash, cheque, credit card and electronic bank transfer
- l. Should a traveller not return to South Africa immediately after the event and decide to remain abroad for some time, the claim will only be valid within the particular financial year (i.e. April- March) and must therefore be claimed within this period. Amounts not claimed within the same financial year will not be able to be claimed in the following financial year, except for those firms, which participated in events during the last three months of the financial year, i.e. January – March. Firms that participated in events from January to March, have to submit their claims before 30 June of the particular year. Failure to lodge the claim before 30 June will result in the firm forfeiting the benefit and the claim being rejected.

13. PREFERRED SERVICE PROVIDERS

In order to improve the efficiency of the scheme and to provide increased service levels to customers, **the dtic** has appointed Preferred Service Providers (PSP's), to the EMIA scheme, for the provision of International Travel services. These are suitably qualified firms who have been appointed, through a tender process, to provide specialised travel services to EMIA customers.

AIR TRAVEL:

Company	Contact person	Phone	Email
Wings Naledi	Ms Zinhle Dlamini	010 500 3100 010 500 3100 010 500 3100 / 083 310 5540	Reservations.gov@wings.travel 08h30 – 17h00 weekdays sos@wings.travel 17h00 – 08h30 weekdays, weekends & public holidays phumzile.mazibuko@wings.travel Account Manager
XL Nexus Travel	Mr Richard Ledwaba Ms Pumla Takoto – Consultant	Tel: 011 486 900 Tel: 012 342 1245	richardl@nexustravel.co.za pumlat@nexustravel.co.za

Preferred Service Provider Disclaimer:

Please note that EMIA does not accept any liability relating to the non-performance or service delivery of the appointed Preferred Service Providers pertaining to travel arrangements.

Indemnity:

The participant indemnifies and shall hold harmless **the dtic** against any claims, damages, expenses and costs (including those asserted by third parties) directly or indirectly related to this Trade Mission and the Export Marketing and Investment Assistance provided to the participant by **the dtic**, in delict, for breach of statutory duty or otherwise.

Travel insurance:

Please note that **the dtic** does not provide any travel insurance related to air tickets. It is each participating company's responsibility to contact the travel agent and to arrange for travel insurance. The cost of the insurance will also be for each participating company / organisation's own account.

14. HOW TO CORRESPOND WITH EMIA

- All correspondence including applications for Funding under Export Marketing and Investment Assistance – Group Missions should be addressed to the following e-mail address: GroupMissions@thedtic.gov.za
- E-mail subject must make mention of the event as well as the event date.
- **Note:** only electronic applications submitted to the above e-mail address will be processed. No hard copies will be accepted due to risks related to the Covid-19 pandemic.

How to Contact the EMIA Administrators

the dtic Call Center

For general EMIA information contact: 0861 843 384

Website

www.thedtic.gov.za

Applications Customer Care Line

Enquiries related to status of applications, clarification of rules, request for application forms:

National Pavilions: (012) 394 5476	Individual Exhibitions; PMR: (012) 394 1038
Group Missions: (012) 394 1500	Individual Missions; FDI: (012) 394 1038

Claims Customer Care Line

Enquiries related to the status of claims, request for Claim forms:

National Pavilions: (012) 394 3028 Email: EMIAClaims@thedtic.gov.za	Individual Exhibitions; PMR: (012) 394 1038
Group Missions: (012) 394 3028 Email: EMIAClaims@thedtic.gov.za	Individual Missions; FDI: (012) 394 1038

Complaints about poor service delivery please contact the Director: Ernest Moagi in writing on e-mail: emoagi@thedtic.gov.za.

15. DEFINITIONS & TERMINOLOGY

EXPORT TRADING HOUSE (representing at least three manufacturing entities in the same sector)

A business, which focuses on the promotion of export-trade through the marketing of products procured from different manufacturers of the same sector.

The principle/manufacturer is not allowed to participate simultaneously with the agent.

COMMISSION AGENT (representing at least three manufacturing entities in the same sector)

A commission agent must have agency agreements with three local manufacturers of the same sector for the promotion of the manufacturer's products in the export market.

The principle/manufacturer is not allowed to participate simultaneously with the agent.

MANUFACTURER: includes growers of fresh fruit, vegetables and other plant material i.e. flowers.

SMALL, MEDIUM AND MICRO-SIZED EXPORTERS – SMME's

SMME's 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.
- Less than 200 full time employees.

OTHER SIZED BUSINESSES

Businesses that do not qualify under the definition of an SMME as stipulated by the EMIA Scheme.

HS – CODE (Harmonised System Code)

An international code used to classify products that are imported and exported.

The HS - Code or Tariff Heading can be obtained from: Customs & Excise – Telephone: (012) 422 4000.

VALUE-ADDED PRODUCT

A value-added product is a product by which a South African business has increased the value of a product manufactured with a minimum of 35% throughout the production process and can include the following:

- Production costs
- Overheads
- Direct labour (paid in SA)
- Materials (less imported content).

This however **excludes** the following:

- Royalties / licensing fees
- Packaging
- Cartage / transport
- Marketing / selling costs
- Profit
- Commissions / taxes / duties.

The minimum requirement is that the last process of manufacturing / production should be performed in South Africa, but that it should include value addition.

This excludes South African services.

BLACK OWNED ENTERPRISES

The balanced score card approach is followed when making reference to an entity's affirmative action record and status:

- Black Owned Enterprise
50.1% ownership and substantial management control
- Black Empowered Entity
25.1% ownership and substantial management control
- Black Woman Owned Entity
25.1% representation by a black woman within the black equity and management portion.