

Invitation

SHOWCASE YOUR PRODUCTS AT THE SOUTH AFRICAN NATIONAL PAVILION AT GULFOOD 2027 DUBAI, UNITED ARAB EMIRATES FROM 15 – 19 MARCH 2027

Applications are open for companies in the agro-processing sector to participate at Gulfood 2027 in Dubai, United Arab Emirates, from 15 to 19 March 2027. Gulfood is the largest food and beverage trade exhibition in the Middle East, showcasing products from around the world. South Africa will participate in the fine food pavilion, which focuses on Agro-processing products excluding **Meat, Confectionery, Alcoholic and Non-alcoholic beverages**.

The Middle East's rapidly growing population is driving a growing demand for food and agro-processed products. This surge is creating an increase for food consumption across the region. Trade stand to benefit from this regional demand, as the market expansion is projected to experience strong growth between 2027 and 2032. These developments presents enormous opportunities for food exports and regional trade partnerships.

The Department of Trade, Industry and Competition (**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

This exhibition website is www.gulfood.com

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

Interested companies are required to complete, scan and email the Export Marketing and Investment Assistance (EMIA) application form and requisite supporting documents to: BMorudi@thedtic.gov.za



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA
REPUBLIC OF SOUTH AFRICA



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APPLICATIONS (EMIA)	SECTOR / EVENT (Export Promotion)
Ms. Batseba Morudi Tel: 012 394 1195 Email: BMorudi@thedtic.gov.za	Ms. Mpho Sebatana Tel: 012 394 3415 E-mail: MSebatana@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 COVID-19 related costs such as PCR tests, quarantine costs, etc will be the responsibility of the individual companies**

The deadline for submission of complete National Pavilion electronic application form accompanied by all supporting documentation is

15 OCTOBER 2026 @ 16:00

NO LATE APPLICATIONS WILL BE ACCEPTED



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