



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

PROGRAMME GUIDELINES

SECTOR SPECIFIC ASSISTANCE SCHEME (SSAS) FUNDING FOR EMERGING EXPORTERS

Index		
Heading	Description	Page No.
1.	Purpose of SSAS Funding for Emerging Exporters	3
2.	The Aim of SSAS	3
3.	Qualifying Applicants	4
4.	Qualifying Sectors	4
5.	Limitation of assistance offered	4
6.	Scheme specific qualifying criteria	5
7.	Financial Contribution	6
8.	Exclusions	7
9.	Documentation required from individual participants	7
10.	Documentation required from the Project Coordinator	7
11.	Description of application documentation and other requirements	9
12.	Description of claim documentation and other requirements	10
13.	Definitions & Terminology	12
14.	Application and Claim Process	13
15.	How to Contact the EMIA administrators	15

1. Purpose of SSAS Funding for Emerging Exporters

The purpose of assistance under SSAS Funding for Emerging Exporters is to compensate the costs in respect of the activities aimed for the development of South African emerging exporters.

All benefits will be paid up-front for qualifying individuals or entities, to the approved service providers and will include all qualifying expenditure as approved by the EMIA Adjudicating Committee such as travel, accommodation, exhibition costs and services, stand construction, brochures, freight related costs and any other relevant cost.

Definition of an emerging exporter:

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 (HDIs);
- The company or individual should have an annual turnover of less than R25 million;

2. The aim of SSAS

The AIM of SSAS is to achieve **the dti's** overall objective in terms of:

- 2.1 Developing an industry sector as a whole
- 2.2 Developing new export markets
- 2.3 Stimulate job creation
- 2.4 Broadening the export base
- 2.5 Proposing solutions to factors inhibiting export growth
- 2.6 Promote broader participation of black owned and SMME's to the economy.

3. Qualifying Applicants

The following entities qualify as project coordinators, and are eligible for assistance:

- 3.1 Export Councils established through application to the dti. An Export Council is a Section 21 (non-profit) company that represents the developmental and promotional objectives of a particular industry/industries on a national level.
- 3.2 Industry Associations: representative of sectors or sub-sectors of industry prioritised for development and promotion by the dti, as determined by the relevant customised sector desk and export promotion.
- 3.3 Provincial Investment and Economic Development Agencies
- 3.4 Business Chambers
- 3.5 Small Enterprise Development Agency (SEDA)
- 3.6 Local Municipalities
- 3.7 Metropolitan Councils

4. Qualifying Sectors

The scheme supports the manufacturers and service entities in the following priority sectors of the dti:

- Agro-processing
- Automotive
- Creative industries
- Chemical allied industries
- Metals and allied industries
- Capital equipment and allied services
- Consulting engineers
- Civil engineering services
- Textile and clothing
- Film production
- Business process outsourcing services
- Electro-technical
- Pre-qualified ICT services

5. Limitation of assistance offered

- 5.1 Assistance is limited to entrepreneurs only. (Expenses relating to staff and consultants are excluded)

- 5.2 The entities will participate four times annually in this programme.
- 5.3 Focuses on exhibition participation, missions, capacity building and related projects aiming at supporting the development of emerging exporters in line with Item 2 above
- 5.4 Minimum of 10 to a maximum of 20 entities will be assisted for a particular project.
- 5.5 A product must have a local content of at least 35% to qualify for assistance.
- 5.6 All applications for missions must be submitted at least three months prior to the commencement date of the event and those for exhibitions at least three months in advance

6. Scheme specific qualifying criteria

6.1 Participating enterprises must:

- have been in operation for more than 12 months
- comply with statutory requirements including registration with SARS for tax clearance certificate, export registration with custom and excise and CIPRO
- be participating in a structured export development programme
- be an SMME owned by person/s of South African nationality;
- have an EMIA qualifying product or services;
- have traded locally for at least 12 months;
- 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 (HDIs);
- The company or individual should have an annual turnover of less than R25 million;

6.2 Project should:

- be developmental in nature
- be in line with the National Export Strategy
- be part of a structured export training programme
- be supported and formulated by recognised eligible entity
- stimulate the participation of SMMEs and HDIs: Blacks, women, youth and people living with disabilities
- aim to develop the export market

7. Financial contribution

100% of the cost to a maximum of R1, 9 million per project on:

- Local and international air travel
- Accommodation: bedding, breakfast and dinner (R500 voucher per participant)
- Ground transport
- Marketing materials
- Transport of samples (freight forwarding costs should exclude the cost of duties on products sold at the exhibition)
- Exhibition costs
- Sector specific interventions and assistance such as one to one/group specialised training, product design and development, colour, trends, project management, etc.
- The following costs will be considered as part of the project:
 - Insurance for the transport of samples
 - Bank charges
 - Publicity
 - Interpreting fees

DESCRIPTION OF OFFERING	DESCRIPTION OF BENEFIT
Marketing material (eg. brochures, banners, CD / DVDs, pamphlets)	Maximum of R30,000 per project or R2,000 per exhibitor
Exhibition costs <ul style="list-style-type: none"> - Rental of exhibition space - Construction of stand, excluding interior design - Telephone installation, excluding phone calls - Installment costs of Internet connection excluding costs charged for usage - Rental of essential furniture - Listing in official exhibition directory or registration fees - Electrical costs - Cleaning and security fees - Interpreting fees to a maximum of R1 000 to qualifying countries 	100% of the costs to a maximum of R900,000 or R40,000 per exhibitor
Remaining amount to be utilised for other qualifying expenditure	

Project coordinator and the participants will be jointly and severally liable for costs incurred for non-participation at the event. Any additional costs incurred by the service provider without approval by the dti will be covered by the project coordinator

8. Exclusions

The following are excluded from the qualifying expenditure:

- Subsistence allowance
- Visa
- Cost of duties on products sold at the exhibition

9. Documentation required from individual participants

- Submission of an appropriate application form within the permissible timelines;
- Original and valid Tax Clearance Certificate;
- Proof of products i.e. coloured brochure/pamphlet/CD ROM/ photographs, or pictures of the products;
- Proof of turnover i.e. three months bank statements or letter from Auditor / Accounting Officer or Financial Statements;
- Proof of registration of the entity if it is a CC or (Pty) Ltd or a copy of the Identity document in case of a sole proprietor
- Copy of 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);
- Profile of the entity

10. Documentation required from the Project Coordinator

10.1 Original tax clearance certificate

An original current/valid Tax Clearance Certificate from SARS must accompany the project coordinator application form.

10.2 The structured exporter development programme

The exporter development programme should include comprehensive details of the following:

- structured exporter development programme
- preparation of participants before the event

- post event support to ensure the achievement of the results
- mentorship throughout the, and beyond the project itself

10.3 Exhibition brochure

An exhibition brochure must accompany the application of the Project Coordinator where the project includes participating at an exhibition. The exhibition brochure should include:

- the nature of products exhibited by participating businesses
- mention of interaction between buyers and sellers
 - the profile of the buyers and visitors
 - an additional program clearly indicating the dates of the exhibition should the exhibition run concurrently with a conference
 - the size of the event, including the number of participants and the number of visitors
 - information on the international status

10.4 Quotations in regards to travel, accommodation, freight, exhibition costs and any other qualifying expenditure

- The Project Coordinator must obtain three quotations, from service providers of choice
- Only the lowest quotation will be considered for reimbursement
- Quotations should contain all the flights (local and International), land travel arrangements and accommodation (bed, breakfast and dinner)
- It is the responsibility of the Project Coordinator to make the logistical arrangements
- EMIA will not be responsible for any cancellation fees, or any additional costs, which are incurred due to travel deviations. All additional costs will be borne by the coordinator

10.5 Export Marketing Plan

This is a plan to demonstrate the project coordinator's export development plan for the benefit of project participants and should indicate how the project coordinator intends to generate sustainable export sales in the selected target markets.

The preferred format to be followed in drafting this summarized Export Marketing Plan for application purposes:

- **Executive Summary** - This is a brief summary of the marketing plan and will include the following: Role of the project coordinator; Significant products or services of the participants; Reasons for choice of market; Competitive advantage, etc
- **Situational/Marketing Analysis** - An analysis of the current marketing situation for the products or services to be covered in the marketing plan: Analysis of the products, pricing, promotion strategies and distribution channels; Viability of the products, expected competition and trade barriers; SWOT Analysis.
- **Marketing Objectives and Strategies** - Sales objectives; Market share objectives; Marketing strategies.

11. Description of application documentation and other requirements

11.1 Financial Documentation

- A Close Corporation (CC) must provide the latest financial statements signed off by the accounting officer of the CC; if not available, bank statements of the last three month
- In the case of sole proprietors, bank statements for the last three months

11.2 Tax Clearance Certificate

- Original current and valid Tax Clearance Certificate from SARS must accompany all applications.

11.3 Tax Customs and Excise Registration Certificate

- Businesses/individuals applying for EMIA assistance must be registered with Commissioner of Customs & Excise.
- A copy of the excise registration certificate must be attached to all applications regarding events in foreign countries

11.4 Proof of Registration of the Entity

- In the case of an entity registered as a (Pty) Ltd, a copy of incorporation certificate and certificates in respect of all name changes effected
- In the case of an entity registered as a CC, a copy of the founding statement and amended statements confirming name changes effected

- Sole proprietors must submit a certified copy of a South African identity document with all applications. Foreigners must submit certified copies of their passports and proof of registration with SARS
- A copy of the Partnership agreement in the case of a Partnership
- Documentary proof of the establishment of a Trust

11.5 Product brochures, CD ROM, pictures or photographs

- Carefully edited pictures of the products must be supplied on either brochure, CD Rom format, pictures or photographs

11.6 Profile of the entity

Brief profile of the entity should accompany all applications of the individual participants. The profile should include the following details:

- Name of the entity
- Contact details and physical address
- Background of the entity
- Ownership
- Vision
- Mission
- Products or services
- Conclusion

12. Description of claim documentation and other requirements

12.1 General

- All benefits will be paid up-front for qualifying individuals or entities, to the approved service providers and will include all qualifying expenditure as approved by the EMIA Adjudicating Committee
- Re-imbursalment of the approved costs paid for the Project coordinator to an approved service provider(s) will take place against an invoice and proof of payment(s)
- Any funds being paid must be allocated in terms of a fair and transparent process, using original or certified copies of invoices for goods and services provided
- Original and valid Tax Clearance Certificate from SARS
- Report on the outcome of the project

- Proof of payment
- Completed Credit Order Form

12.2 Invoices

- All invoices and proofs of payment must be made out in the name of the project coordinator
- Invoices without verifiable VAT registration numbers, company registration numbers, telephone and fax numbers, and addresses will not be considered for the claim as they are not authenticated

12.3 Tax Clearance Certificate

- Original and valid Tax Clearance Certificate must accompany all claims
- The Tax Clearance Certificate would be required from the approved selected service provider(s)
- Only an original certificate will be acceptable

12.4 Documentation confirming bank details

- A fully completed original Credit Order Instruction Form with a bank stamp
- An original or certified copy of a cancelled cheque or in the case of a savings account, a bank statement on the bank's letterhead

12.5 Documents for transport costs of samples

- A certified copy of the invoice
- Proof of payment or certified copies thereof for the transport of samples

12.6 Other claim requirements

- Faxed copies of the claim or documentation relating to the claim will not be accepted.
- A commissioner of oaths must certify all document copies submitted as true
- Additional documentation / information regarding the processing of a claim can be requested at any time to verify the expenses incurred. 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
- A copy of the notification of approval must accompany all future correspondence and/or submissions of further documentation
- Proof of payment in the form of bank statements printed from the internet will not be accepted

12.7 The only acceptable means of payment are:

- Cheque, bank draft, credit card or an electronic banking transfer
- Please note: Bank statements and electronic bank transfers must provide the name of the beneficiary; and bank statements printed from the internet will not be accepted as sufficient proof of payment

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

- Cash payments, offset payments, book entries, third party payments, credit notes, and travelers' cheques

12.9 Verification by the dti

- Incentive Development and Administration Division (IDAD) reserves the right to carry out inspections on activities of an enterprise approved by the Adjudication Committee from time to time.
- 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. No.55 of 1975) as from the day the grant was received
- The Adjudication Committee further reserves the right to authorise publication of full details, including names, in cases of grant abuse

13. Definitions & Terminology

13.1 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

13.2 Registered Exporters

- Exporters registered with the Commissioner of Customs & Excise

13.3 Value-Added Product

- A value-added product is a product by which a South African business has increased the value of a product at each stage of its production, excluding initial costs such as indirect labour, commissions, taxes, duties, including raw materials and packaging, by 35%

13.4 Harmonised System Code (HS-Code)

- An international code used to classify products that are imported and exported
- The Harmonised System Code (HS-Code) or Tariff Heading can be obtained from Customs

13.5 Definition of an emerging exporter:

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 (HDIs);
- The company or individual should have an annual turnover of less than R25 million;

14. Application and Claim Process

Step 1: <ul style="list-style-type: none">• Obtain an emerging exporters information pack, including guidelines, via e-mail or from the dti website www.thedti.gov.za• Complete the application form for Emerging Exporters funding for the coordinator specifically and the individual application forms for each participant in the group• The guideline should be read before completing the application form	Step 2 : <ul style="list-style-type: none">• An application should be fully completed and accompanied by supporting documentation as stipulated in the checklist of the application form• Application form should be submitted four months prior to the starting date of the event• Late applications will not considered• The application forms should be forwarded to EMIA TEO by registered mail, courier or hand delivery
---	---

<p>Step 3</p> <ul style="list-style-type: none"> • The project coordinator will receive an acknowledgement letter within 48 hours. • The letter will be send within 4 working days requesting outstanding documents • The project coordinator will be given 5 working days to submit the outstanding documents • Technical evaluation will be performed for the complete application only. 	<p>Step 4</p> <ul style="list-style-type: none"> • EMIA will supply approval or rejection letter within 20 workings from the submission of a complete set of application forms • Project Coordinator should ensure that the written confirmation of approval is received prior to date of departure or logistical arrangements • Database of assisted entities under Project Funding will be established by both IDAD and the project coordinator
<p>Step 5</p> <ul style="list-style-type: none"> • Read the guidelines carefully to be well acquainted with the rules and procedures before the commencement date of the event and incurring expenses • Claims should be submitted within three months from end date of the approved event. • Late claims will not be considered for payment. • Claims or claim items outstanding after three months will be cancelled 	<p>Step 6</p> <ul style="list-style-type: none"> • Identify which documentation is required with the claim • Claims should be accompanied by the approval letter. • All invoices and proof of payment should be in the name of the approved entity letter • Claim should be forwarded to EMIA by registered mail, courier or hand delivery.
<p>Step 7</p> <ul style="list-style-type: none"> • The claimant will receive the acknowledgement letter within 48 hours working days • The letter will be sent 4 working day requesting the outstanding documents • Claimant will be given 5 working days to submit the outstanding documents • Complete claim will be evaluate within thirty working days, allow an additional ten working days for payment by the dti finance section 	<p>Step 8</p> <ul style="list-style-type: none"> • The project coordinator and individual participants should submit follow up reports on the export successes achieved as a result of the visit, within three months of the event • Should the report not be submitted, the dti reserves the right to exclude the organization or individual entity from receiving further assistance under the Funding for Emerging Exporters Scheme

15. How to contact the EMIA administrators

Description	Contact Details
General Enquiries: the dti contact centre the dti website	0861 843 384 www.thedti.gov.za
General Customer Care Line <ul style="list-style-type: none"> • Clarification on issues pertaining to EMIA service levels • EMIA report back questionnaires 	012 394 1121 / 1037 / 1716 (Sector Specific Assistance Scheme for Emerging Exporters)
Applications Customer Care Line <ul style="list-style-type: none"> • Enquiries related to status of applications and appeals • Clarification on EMIA rules • Request for application forms 	012 394 1121 / 1037 / 1716 (Sector Specific Assistance Scheme for Emerging Exporters)
Claims Customer Care Line/Claims Helpdesk <ul style="list-style-type: none"> • Enquiries related to status of claims • Request for claim forms 	012 394 1121 / 1037 / 1716 (Sector Specific Assistance Scheme for Emerging Exporters)
Physical Address Emerging Exporters Funding 77 Meintjies Street Synnyside 0002	Postal Address Emerging Exporters Funding Private Bag X 84 Pretoria 0001