



INCENTIVES SA

Helping Your Business Grow

Export Marketing & Investment Assistance Scheme (EMIA)

Description:

The Export Marketing and Investment Assistance (EMIA) scheme develops export markets for South African products and services and to recruit new foreign direct investment into the country.

Eligible Enterprises:

- South African manufactures and exporters;
- South African export trading houses representing at least three SMMEs or businesses owned by Historical Disadvantaged Individuals (HDIs);
- South African commission agents representing at least three SMMEs / HDI-owned businesses; and
- South African exports councils, industry associations and JAGs representing at least five South African entities.

Objectives:

- Provide marketing assistance to develop new export markets and grow existing export markets;
- Assist with the identification of new export markets through market research;
- Assist companies to increase their competitive by supporting patent registrations, quality marks and product marks;



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- Assist with facilitation to grow FDI through missions and FDI research; and
- Increase the contribution of black-owned businesses and SMMEs to South Africa's economy.

Benefits:

- **Individual Exhibition Participation:**
 - Transport of samples;
 - Rental of exhibition space;
 - Construction of stands;
 - Interpretation fees;
 - Internet connection;
 - Telephone installation;
 - Subsistence allowance per day;
 - Return economy-class airfare; and
 - Exhibition fees up to a maximum of R45 000.
- **Primary Market Research & Foreign Direct Investment:**
Exporters will be compensated for costs incurred recruiting in new FDI into South Africa through personal contact by visiting potential investors in foreign countries.



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- Return economy-class airfare;
 - Subsistence allowance per day;
 - Transport of samples; and
 - Marketing material.
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- Individual Inward Missions:
Assistance is provided to South African entities organising an inward buying investor, to make contact with them to conclude an exporters order or to attract foreign direct investment.
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- Registration of a patent in a foreign market: 50% of the additional costs capped at R100 000 pa;
 - Return economy class-airfare;
 - Subsistence allowance per day; and
 - Rental of exhibition space.

To apply for this grant please contact Incentives SA on the following numbers:

Cape Town: 021 671 4400

Johannesburg: 011 026 2680

Durban: 031 836 08 41

www.incentivesa.co.za