



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

**SHOWCASE YOUR PRODUCTS AT THE SOUTH AFRICAN
NATIONAL PAVILION AT GULFOOD 2025
DUBAI, UNITED ARAB EMIRATES FROM
17 – 21 FEBRUARY 2025**

Applications are open for companies in the agro-processing sector to participate in Gulfood 2025 in Dubai, United Arab Emirates, from 17 to 21 February 2025. 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 food pavilion, which focuses on agro-processing products and services. With a market demand valued at \$2.45 trillion in 2023 and expected to reach \$5.8 trillion by 2032, the Middle East offers vast opportunities for trade. **Excluding Beverages and Meat.**

The Middle East continues to experience a population surge, translating into increasing opportunities for the agro-processing sector, with a market demand of \$3 trillion. 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:

APPLICATIONS (EMIA)	SECTOR / EVENT (Export Promotion)
Ms. Sizakele Mtimkulu / Ms. Virginia Mbuyisa Tel: 012 394 5988 / 012 394 1409 VMbuyisa@thedtic.gov.za & SMtimkulu1@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
24 OCTOBER 2024 @ 16:00
NO LATE APPLICATIONS WILL BE ACCEPTED**