



the dtic

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA

**BE PART OF THE ECONOMIC RECOVERY AND GROWTH  
MARKET YOUR FRESH PRODUCE  
AT THE FRUIT LOGISTICA BERLIN 2025 EXHIBITION  
05 – 07 FEBRUARY 2025  
BERLIN, GERMANY**

Assistance is provided to qualifying South African exporters to introduce South African products into foreign markets, in a cost effective manner, by participating on the South African National Pavilions at International Trade Fairs.

the dtic extends an invitation to your firm and other exporters of **fresh fruit and vegetable products** to apply to participate in the Fruit Logistica Berlin 2025 exhibition, scheduled to take place from 05 - 07 February 2025. The deadline date for the submission of complete National Pavilion application forms **24 October 2024 @ 16:00**.

the dtic will offer the following financial support to qualifying South African exporters:

- Exhibition space and booth rental costs.
- Freight forwarding of display material
- Air travel assistance up to R20,000.00 (SMME and BOE only)
- Daily subsistence allowance of R3,500.00 per day (SMME and BOE only)

**NB: B-BBEE certificate** - all applicants must submit a valid B-BBEE certificate with a maximum **Level 8** or a sworn affidavit (an affidavit is for entities with less than R10 Million in turnover). This is in compliance with the B-BBEE Amendment Act.

The exhibition website is <https://www.fruitlogistica.com/> and this event will focus on fresh fruits and vegetables.

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/>

Applicants need to complete the EMIA application form and submit it **VIA E-MAIL ONLY** together with the required documents to:

Ms Batseba Morudi  
E-mail: [BMorudi@thedtic.gov.za](mailto:BMorudi@thedtic.gov.za)

**Hand delivered/couriered applications will NOT be accepted.**

For any enquiries pertaining to applications, sector and/or event please contact	
APPLICATIONS (EMIA)	SECTOR / EVENT (Export Promotion)
Ms. Batseba Morudi Tel: 012 394-1195 Email: <a href="mailto:BMorudi@thedtic.gov.za">BMorudi@thedtic.gov.za</a>	Mr Seth Pule Tel: 01 394-3087 Email: <a href="mailto:Spule@thedtic.gov.za">Spule@thedtic.gov.za</a>

**NB!! The deadline for submission of complete National Pavilion application form accompanied by all supporting documentation is  
24 October 2024 @ 16:00  
ONLY EMAILED APPLICATIONS WILL BE ACCEPTED  
NB: NO LATE APPLICATIONS WILL BE ACCEPTED**