

MARKETING SUPPORT

The Department of Trade and Industry offers support for South African companies in the tourism (and other) sectors for activities aimed at developing export markets, attracting foreign tourists to the country and recruiting foreign direct investment into South Africa

Export Marketing and Investment Assistance Scheme	
Provider	The Department of Trade and Industry via Trade and Industry South Africa
	<p>The purpose of the assistance under this scheme is to partially compensate exporters for certain cost incurred in respect of activities aimed at developing export markets for South African products and to recruit new foreign direct investment into South Africa. The following are supported:</p> <ul style="list-style-type: none"> • Primary export market research • Foreign direct investment research • Exhibition assistance • Outward investment recruitment missions • Inward investment missions <p>Primary Market Research</p> <ul style="list-style-type: none"> • Economy class return airfare between 50% and 100% of cost • Subsistence allowance of up to 15 days (Weekends may be included depending on appointments) R1350 a day. • Marketing materials. Designing and printing of export brochures, promotional video or CD - annual maximum. R10000 max <p>Foreign Direct Investment Research (PMR)</p> <p>Assistance is provided to persons for costs incurred in recruiting new foreign direct investment into South Africa through personal contact by visiting potential investors in foreign countries. Assistance is provided on the following basis:</p> <ul style="list-style-type: none"> • Economy class return airfare between 50% and 100% of cost



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