

Invitation

OUTWARD SELLING MISSION FOR NATURAL AND ORGANIC PRODUCTS TO MALMÖ, SWEDEN, FROM 12 TO 16 NOVEMBER 2018

The Department of Trade and Industry (**the dti**) invites you to apply to be part of an Outward Selling Mission (OSM) to Malmö, Sweden to promote exports of natural and organic products. The trade mission forms part of **the dti**'s objective to create market access for South African products in markets with high export potential. South African exporters of natural and organically certified ingredients, processed foods and drinks and cosmetic products are invited to apply.

The South African business delegation will be afforded an opportunity to participate and promote their products at the Natural Products Scandinavia Show.

Dates: 12 to 16 November 2018 (excluding travel dates)

City: Malmö, Sweden

The deadline date for the submission of complete EMIA OSM application forms is **31 July 2018**.

Assistance is provided to qualifying South African exporters to introduce South African products into foreign markets, in a cost-effective manner. **the dti** will offer the following financial support to qualifying firms:

- Economy class return airfare to a maximum of R17 000.00 for BOEs and SMMEs and 50% of the economy class return airfare to a maximum of R8 500.00 for other sized firms.
- Daily subsistence allowance of R3 000.00 per day

Individuals and/or company representatives interested to participate in this OSM at their own cost are welcome to do so, provided they notify **the dti** of their intentions to participate.

The Natural Products Scandinavia Show is combined with the Nordic Organic Food Fair, which is the leading organic food and drink trade show in the Nordic region. The Fair attracts key trade buyers from leading health stores, supermarket chains, wholesalers, distributors, importers, exporters, online retailers, independent retailers, hotels and restaurants as well as buyers from the public sector.

The Scandinavian region is known throughout the world for its commitment to natural lifestyle which makes it one of the fastest growing and most exciting markets to be part of. In 2017, Natural Products Scandinavia attracted over 480 exhibitors from 40 countries and 4724 visitors from 60 countries.



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As part of the mission, a business seminar, B2B meetings and site visits will take place to the run-up to the Show. An exhibition booth will be provided to promote South African products and services.

The EMIA application forms and guidelines can be accessed on the following:
www.thedti.gov.za/trade_investment/emia_outward_investment.jsp

Companies that are not eligible for EMIA funding are welcome to participate in these missions at their own expense.

ALL APPLICATIONS ARE TO BE COURIERED OR HAND DELIVERED. E-MAILED APPLICATIONS WILL NOT BE CONSIDERED.

Complete application forms together with supporting documents to be couriered to the following address:

Attention: Ms Nnono Kekane
Utangamiri - **the dti** Campus
EMIA Division - Block A: Ground Floor
77 Meintjies Street
Sunnyside
Pretoria
0002

For any enquiries pertaining to applications, sector and/or event please contact:

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the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

