

## Invitation: Speciality Food Festival 2022 Dubai, UAE, 08-10 November 2022

### Exhibiting Sectors

- Artisan & Gourmet
- Speciality Beverages
- Organic & Fresh
- Fair Trade & Ethnic

Dear Potential Exhibitor

**WESGRO** would like to extend an invitation to your company to participate in Speciality Food Festival. The Speciality Food Festival is scheduled to take place from 8 - 10 November 2022 at the Dubai World Trade Centre, Dubai, UAE.

The Department of Trade Industry and Competition (**the dtic**), South Africa, offers South African manufacturing companies the opportunity to showcase their products at various International trade fairs. In this instance, the scheme which provides funding for successful applicants, is called the Sector Specific Assistance Scheme (SSAS), and Emerging Exporters are encouraged to participate under this scheme.

Companies who meet the criteria, set out by **the dtic**, may apply for funding, and successful applicants will enjoy the following benefits - upfront payment for exhibition costs, freight, one economy class return flight ticket and accommodation on a bed and breakfast basis.

### How to apply

1. **The deadline for application is 8 June 2022.**
2. Please note that SSAS funding guidelines and application forms have changed.
3. Read through the [SSAS Guidelines](#) before completing your application form.

an inspiring place to do business



4. Emerging exporters who have **not** participated under the dtic EMIA individual funding scheme, are allowed to apply for 4 dtic SSAS funded exhibitions per year and to a maximum of 12 in the company's lifetime (as per SSAS Guidelines).
5. To apply, complete the [SSAS Application Form](#). An application form must be 100 % complete. If you are uncertain how to complete the form, please call us for assistance. An incomplete or late application form will not be considered.
6. Complete and sign the [Agreement form](#) and submit with your application form.
7. To be considered for International Exhibitions, all applicants' marketing material must be of good standard and quality: High resolution photographs on the brochures and international contact details: +27 (contact numbers) to appear on brochures and business cards. All applicants must have a WORKING website.
8. Use the [Check List](#) as a guide to compile the **compulsory** required documents to accompany your application form.
9. According to new rules from the dti, the submission of a BBBEE certificate OR an affidavit of exemption thereof is required from 1 April 2016. Use the [BBBEE information sheet](#) to choose the correct affidavit form for [Micro Enterprise](#) or [Small and Medium Enterprises](#).
10. In view of the budget, only 20 companies can be accepted on the pavilion. Please note that there is a strict deadline date for submitting your application and supporting documents.
11. Important information regarding financials: Either submit the latest audited financial statements (not older than 18 months) OR the latest 3 months' bank statements. Financial Statements must be signed by the Auditor and Directors/Owners. Bank statements must have bank stamps on all the pages. You can obtain stamped bank statements by downloading VERIFIED statements from your online banking site or go to your nearest branch.
12. If your application is successful, you will be responsible for the application, payment and issue of your own VISA.
13. Although accommodation will be covered by the dtic on a bed and breakfast basis, you may be required to put down a credit card as a hold for incidental charges you might incur during your stay. Please note that you will have to have approximately R2000 on your credit card for the holding fee on your room. If you haven't made use of extras on your room such as room service, snacks and drinks from the room's mini bar, laundry etc. the



full amount will be reversed to your credit card after you check out on the last day. Please note that the reversal of the credit card holding may take several days.

14. Please note that all exhibitors will be required to personally cover all costs regarding Covid-19 testing as per hosting country regulations for travel, entry, and exit, and ALL additional costs relating to Covid-19 including health-related expenses.
15. **NON-PARTICIPATION: Please take note of section C on the SSAS application form: The Individual participant will be liable for the costs incurred for non-participation at the event.**
16. Applications to me submitted in pdf format to [thiru@wesgro.co.za](mailto:thiru@wesgro.co.za)
17. If you have any questions or need assistance, please do not hesitate to contact Thiru Naidoo on +27 (0) 21 487 8658 or email [thiru@wesgro.co.za](mailto:thiru@wesgro.co.za)

[SUBMIT APPLICATION](#)

**Annalize van Zyl Exhibition and Event Coordinators** is the appointed agent for this exhibition and would be able to assist with all your inquiries and application. We assist exhibitors in applying, booking, and organizing stands, freight, travel arrangements, visas, hotel reservations, and press coverage while at the exhibition.

We are looking forward to hearing from you and we hope you will share this event with us. Please let us know if you will be applying so we can look out for your application. If you have any queries, please do not hesitate to contact [Thiru@wesgro.co.za](mailto:Thiru@wesgro.co.za)