



## INVITATION APAS SUPERMARKET FAIR 2022 - 16-19 MAY 2022

Assistance is provided to qualifying South African exporters to introduce South African products into foreign markets, in a cost effective manner.

**The ECDC in collaboration with the dtic** extends an invitation to Eastern Cape firms and other exporters to apply to participate on the South African National Pavilion in the APAS Supermarket Fair 2022, scheduled to take place from 16-19 May 2022 at Sao Paulo, Brazil.

**the dtic** will offer the following financial support to qualifying firms:

- 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)

The South Africa National Pavilion at the Apas Supermarket 2022 event will focus on Wines, Beverages, Confectionery, Condiments and Fines Foods.

Application enquiries should be directed to Ms Linda Lubengu @llubengu@ecdc.co.za or Ms Asisipho Fihlani @afihlani.co.za. Tel: 043-704 5711 OR 043-704 5618.

*The deadline for the submission of complete National Pavilion application form is 9 March 2022.*

*“Please note that **the dtic** will be responsible for the company’s benefits as per EMIA guidelines only, any COVID-19 related costs such as PCR tests, quarantine costs, etc. will be the responsibility of the individual companies”*

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