

**Invitation to Wesgro B2B
Wine Mission Denmark
Copenhagen & Aarhus
23 – 27 September 2024
Copenhagen, Denmark**

Wesgro – the official tourism, trade and investment promotion agency for Cape Town and the Western Cape – invites you to apply to join Wesgro at B2B Wine Mission in Denmark, September 2024.

Wesgro and South Africa Wine (SA Wine) are delighted to invite your company to participate in a B2B mission to **Copenhagen and Aarhus, Denmark**. The mission is scheduled to take place from **23 - 27 SEPTEMBER 2024**, including a planned SA Embassy event on **24 SEPTEMBER 2024, Heritage Day**.

The Department of Trade Industry and Competition (**the dtic**), 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 of exhibition costs, freight forwarding, one economy class return flight ticket, accommodation (breakfast and dinner included).

Companies who **do not** qualify for SSAS funding, are welcome to apply here: [EMIA Individual Funding](#). Send an email to brunhilda@sawine.co.za and nomandla@wesgro.co.za for assistance with the application process.

Wesgro in collaboration with South Africa Wine, will act as project coordinator for this event.

Contact Persons: Brunhilda Brinkhuis brunhilda@sawine.co.za and Nomandla Mene nomandla@wesgro.co.za
Nadine Smith-Clarke (Mission Leader) nadine@wesgro.co.za

Mission Sector Focus:

Transformation brands with locally produced products, in the wine sector of exceptional quality will be considered for this event.

Kindly review the qualifying criteria, application process and documents to submit below.



Qualifying Criteria:

To qualify for support, an emerging exporter should meet the following requirements:

1. Be a registered legal entity in South Africa in terms of the Companies Act of 2008 (as amended); the Close Corporations Act, 1984 (as amended) or the Co-Operatives Act, 2005 (as amended);
2. Must comply with statutory requirements including registration with SARS for tax clearance certificate, export registration with custom and excise and CIPRO.
3. For a business to qualify, it must be: (a) owned by a Black South African citizen with at least fifty-one percent (51%) ownership and managed by Black person(s), woman owned or disabled persons and have a turnover of less than twenty-five million rand (R25 million) **or** (b) be a Small Medium and Micro-Sized Exporter, with a turnover of less than the applicable sector threshold as per the latest [Department of Small Business Development gazette or Act](#); (in this case for a manufacturer - less than R25 million)
4. Comply with the requirements of Broad-Based Black Economic Empowerment (B-BBEE) legislation and must in this regard achieve at least level four (4) contributor status in terms of the B-BBEE Codes of Good Practice (refer to <http://bee.thedti.gov.za>);
5. Have traded locally for at least twelve (12) months and with 12-month Annual Financial Statements compiled and reviewed by an accountant/auditor registered with a professional accounting body e.g. SAIPA, SAICA, SAIBA. **Financials older than 18 months as well as unreviewed financials will not be accepted.**
6. 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 to a maximum of 12 in the company's lifetime. *The dtic has dismissed all previous utilized SSAS funding before April 2022 and all companies will have 12 SSAS funded opportunities available from April 2022* Please take note that this is not per normal calendar year but applies from the 1st of April to 31st of March of each year.
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. In view of the budget, only 10 – 15 companies can be selected for funding considering the exchange rate. Please note that there is a strict deadline date for submitting your application and supporting documents and only 100 % completed applications will be considered for funding.
9. If your application is successful, you will be responsible for the application, payment, and issue of your own VISA. Please be advised that neither Wesgro, SA Wine nor the dtic will bear any responsibility for costs incurred in the event that your visa application is unsuccessful, delayed, or in the event of a cancellation of the event by any party and for any reason.
10. Although accommodation (bed, breakfast, and dinner) will be covered by the dtic, 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.
11. All exhibitors will be required to personally cover all costs regarding Covid-19 testing or any other requirements as per hosting country regulations for travel, entry, and exit, and ALL additional costs relating to Covid-19, including any other health-related expenses if applicable.
12. 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.
13. WESGRO and SA Wine will not be held liable for any legal or civil consequences should the information given by the applicant be incorrect/incomplete or fraudulent.



How to apply

- **Deadline for application: 10 May 2024**
- **Note:** No late or incomplete applications will be considered.
- **Guidelines:** Read through the SSAS Guidelines before completing your application form.
- **Submission of Application Documents:** All application documents to be submitted as **INDIVIDUAL DOCUMENTS** in **pdf format**
- **Method of Submission:** Submit via **WeTransfer**.
- **Email Addresses for Submission:** brunhilda@sawine.co.za, nomandla@wesgro.co.za and nadine@wesgro.co.za.
- **Forms to complete:** Click on the Hyperlinked text of the documents below to download the required forms. If not able to download then use a different browser.
- **Save and Number the COMPLETED documents in the following order and specific file names as follow:**
 1. Your Company Name_Checklist
 2. Your Company Name_Agreement
 3. Your Company Name_Declaration
 4. Your Company Name_SSAS Application Form
 5. Your Company Name_Company Registration
 6. Your Company Name_Exporter Registration
 7. Your Company Name_Certified Passport
 8. Your Company Name_Certified B-BBEE
 9. Your Company Name_Tax Compliance Status PIN
 10. Your Company Name_Accountant Letter
 11. Your Company Name_Annual Financials
 12. Your Company Name_Company Profile
 13. Your Company Name_Product Brochure
 14. Your Company Name_Previous Funding
 15. Your Company Name_Export Progress Report
 16. Your Company Name_POPIA Consent Form Signed

DOWNLOAD THE DOCUMENTS BELOW TO YOU DEVICE BEFORE COMPLETING IT !!!!

Documents to submit:

1. [Checklist](#)
2. [Agreement](#) form completed and signed.
3. [SSAS Declaration](#) between the Project Coordinator and Individual Applicant, completed and signed.
4. [SSAS Application Form](#) An application form must be 100 % correctly completed and signed. Use the [SSAS Application Form Sample Form](#) as guide to ensure that your application form is completed correctly.
5. Company Registration Document (CIPRO/CIPC/CK)
6. Customs and Excise Registration (SARS Exporter Registration)
7. Certified copy of a valid passport (must be valid for at least 3 months after the exhibition dates)
8. B-BBEE Certificate or Certified Exemption Affidavit. [Affidavit for Micro Enterprises with an annual turnover of LESS than R10 million](#) or [Affidavit for Small Enterprises with an annual turnover of MORE than R10 million](#).
9. Valid Tax Compliance Status PIN
10. Annual financial statements not older than 18 months compiled and reviewed by an accountant/auditor registered with a Professional Accounting Body e.g. (SAICA, SAIBA, SAIPA) compiled in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa.
11. Signed letter from the Accountant/Auditor on a letterhead ([sample Accountant/Auditor Letter](#)) confirming the turnover and assets of the company and indicating the Professional Accounting Body and Registration Number of the Accountant/Auditor. (Compulsory for all applications)
12. Company Profile (use headings and provide information as per checklist)
13. Products Brochure
14. [Previous Dtic Funding](#)
15. [Export Progress Report](#)
16. [SSAS POPIA Consent Form](#)

If you have any questions or need assistance, please do not hesitate to contact brunhilda@sawine.co.za, nomandla@wesgro.co.za or nadine@wesgro.co.za on email.