



PART OF
**Food Drink &
Hospitality Week**
17-19 March 2025 ExCeL London



MARKET YOUR PRODUCTS AND SERVICES AT IFE LONDON 2025

Eastern Cape Development Corporation (ECDC) – SSAS Pavilion to IFE London 2025

ECDC intends to seek funding from The dtic SSAS to set up a pavilion at [IFE LONDON 2025](#), the event is scheduled to take place in **London, UK**, from **17th – 19th March 2025**.

<https://www.ife.co.uk/>

[IFE \(International Food & Drink Event\)](#) is recognized as the premier and most successful product sourcing event in the UK. It is set to take place from **17-19 March 2025** at **ExCeL London**, in conjunction with Food, Drink & Hospitality Week. Over the course of three days, the event will provide brand owners and manufacturers with a valuable opportunity to engage directly with key industry stakeholders, including retailers, wholesalers, importers, exporters, and hospitality professionals. This event serves as an ideal platform for exhibitors to present their products to buyers who are actively seeking the latest innovations in the food and drink sectors, offering unparalleled opportunities for business growth and market expansion.

The following industries will be taken into consideration for participation:

- Food including Meat & Aquatic products
- Beverages (Tea, coffee, juices , etc)
- Ingredients
- Hospitality and Catering
- Health & Wellness
- Sweets and Chocolates
- Condiments & oils
- Dairy
- Sustainability and Innovation

ECDC will be seeking SSAS funding from The dtic to showcase at this event, covering the following expenses for companies:

- Stand Costs
- Return Flight Expenses
- Accommodation costs (including breakfast and dinner)
- Freight expense for transport products to the tradeshow

The deadline for submission is October 15th 2024.

For any inquiries or assistance, feel free to reach out to **Somila Tunzi** at stunzi@ecdc.co.za

TO QUALIFY FOR FUNDING SUPPORT, an emerging exporter must meet the following requirement

- Be tax compliant, possessing a Tax PIN or Tax Compliance Certificate.
- Be a registered South African company for at least 12 months.
- Local trading for a minimum of twelve (12) months with 12-month Annual Financial Statements compiled and reviewed by a registered accountant/auditor : e.g. SAIPA, SAICA, SAIBA. **Financials older than 18 months will not be accepted.**
- The business must meet one of the following criteria: Owned by a Black South African citizen with at least 51% ownership, managed by Black individuals, women, or disabled persons, and have a turnover of less than R25 million; or (b) Be a Small Medium and Micro-Sized Exporter with a turnover below the applicable sector threshold, such as R25 million for manufacturers. This is as per the latest [Department of Small Business Development gazette or Act](#)
- Compliance with Broad-Based Black Economic Empowerment (B-BBEE) legislation, achieving at least a level four (4) contributor status according to the B-BBEE Codes of Good Practice. (refer to <http://bee.thedti.gov.za>)
- Emerging exporters who have not participated in the dtic EMIA individual funding scheme can apply for up to four dtic SSAS funded exhibitions per year, with a maximum of twelve in the company's lifetime. **All previously utilized SSAS funding before April 2022 has been nullified by the dtic, and each company will now have access to a maximum of 12 SSAS funded opportunities starting from April 2022.**
- Marketing material must be of high standard and quality, including high-resolution photographs on brochures, international contact details, and a working website.
- **PLEASE ENSURE** Applications are **100% completed**. Failure to submit all required documents will result in the rejection of the application by the dtic.
- Successful applicants are responsible for their visa application, payment, and issuance.
- While the dtic will cover accommodation expenses, including bed, breakfast, and dinner, you might need to provide a credit card as a precaution for any additional charges during your stay. Approximately R2000 will be required as a holding fee for your room. If you haven't incurred any additional expenses such as room service, mini bar items, or laundry, the full amount will be refunded to your credit card after checkout. Please be aware that the reversal of the credit card hold may take several days.
- **Non-participation:** Please be aware of section **C on the SSAS application form**, which states that the Individual Participant will be responsible for any costs incurred due to non-participation at the event.
- **ECDC** will not assume liability for any legal or civil consequences resulting from inaccurate, incomplete, or fraudulent information provided by the applicant.

Please download and complete the following required documents.

If you encounter any difficulties downloading them, please inform us, and we can send you the soft copies via email.

- [Checklist](#) – Complete and sign
- [ECDC Agreement Form](#) – to be completed and signed
- [SSAS Declaration](#) between the Project Coordinator and Individual Applicant, completed and signed.
- [SSAS Application Form](#) An application form must be 100 % correctly completed and signed. Use the [SSAS Application Sample Form](#) to ensure that your application form is completed correctly.
- 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](#).
- 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)
- [Previous Funding Document](#)
- [Export Progress Report](#)
- [POPIA Form](#)

Supporting documents to be submitted alongside the above mentioned:

- Company Registration Document (CIPRO/CIPC/CK)
- Customs and Excise Registration (SARS Exporter Registration)
- Certified copy of a valid passport (must be valid for at least 3 months after the exhibition dates)
- Valid SARS Tax Compliance Status PIN
- 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.
- Company Profile (pointers as per the application form - page4)
- Products Brochure

Application submission

Application Deadline: October, 15th 2024

Review the [SSAS Guidelines](#) thoroughly before filling out your application form.

All application documents must be submitted individually in number PDF format via [WeTransfer](#) to stunzi@ecdc.co.za and should be received **no later than October, 15th 2024**

Save and number the documents in the specified order with the following file names:

1. Checklist
2. Agreement
3. Declaration
4. Application Form
5. Company Registration
6. Exporter Registration
7. Certified Passport
8. Certified B-BBEE
9. Tax Compliance Status PIN
10. Accountant Letter
11. Annual Financials
12. Company Profile
13. Product Brochure
14. Previous Funding
15. Export Progress Report
16. POPIA

For any inquiries or assistance, feel free to reach out to **Somila Tunzi** at ECDC stunzi@ecdc.co.za
OR call **+27 43 704 5711**