



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

**CALL FOR APPLICATIONS
IMEX FRANKFURT
16- 18 MAY 2017, FRANKFURT, GERMANY**

The National Department of Tourism through the International Market Access Support Programme (IMASP) invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IMEX Frankfurt.

IMEX Frankfurt is an effective tradeshow for coordinators looking to book and organise worldwide meetings, events and incentive travel programmes. A limited number of space on the South African Pavillion, IMEX Frankfurt 2017, has been secured for market access support under the IMASP and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged meetings, events, and business travel experiences to buyers in the German and broader European markets. Preference will be given to enterprises that meet the following additional requirements.

- Affiliated with business events trade associations such as the Southern African Association for the Conference Industry (SAACI), Exhibition Association of Southern Africa (EXSA), International Congress and Convention Association (ICCA), and the Society for Incentive travel Excellence (SITE);
- Have exhibited at either Meetings Africa or Tourism Indaba for the past 2 years; and
- Product and services are market ready and have capacity to host and provide services for groups over 100 delegates.

The guidelines for the International Market Access Support Programme and application form are available on the Department's website. The Guidelines outlines the eligibility criteria, application process and support offered. For IMEX Frankfurt, the Department will offer partial financial assistance in capped amounts towards the cost of airfare and accommodation, as well as exhibition fees that will be paid by the Department on behalf of qualifying applicants, on a reimbursement basis to qualifying enterprises. Should you wish to apply, please access these documents on the following webpage: <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>

Reimbursement of costs incurred is subject to the following capped amounts:

- Accommodation – R 4 489.00 per person per night, linked to the duration of the exhibition
- Flight – R 19 247.90, based on an economic class return flight
- Exhibition fees for approved tourism enterprise will be paid for by the Department.

All applications received will be acknowledged and qualifying applicants will be notified upon approval and required to sign a contract with the Department. Please note that any costs incurred prior to approval will be at an applicant's own risk.

Closing date of application forms: 17 March 2017

Submission of Application Forms *(You will receive a unique number confirming receipt of your application within three (3) days from the Department. Should you not receive a unique number after three (3) days, please follow up with the officials below for assistance. The department will not be held responsible for any non-delivery of applications)*

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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or

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