



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

**CALL FOR APPLICATIONS:  
WORLD OF TASTE EXHIBITION  
28 SEPTEMBER - 01 OCTOBER 2017, TORONTO, CANADA**

The National Department of Tourism, through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply and participate at the World of Taste Exhibition in Toronto, Canada.

The World of Taste is a tourism and gastronomy shopping festival that offers experiences from the different countries from around the world. It gives access to the world's most unique holiday destinations, special holiday packages and international natural gourmet cuisine. The show focuses on exhibitors who offer experiences such as events, festivals, resorts, cruise lines, authentic local cuisine; wines and restaurants. It also focuses on enterprises that implement responsible tourism practices such as energy and climate change, environment, sustainability and green technology.

A limited number of spaces have been secured at the World of Taste Exhibition for market access support under the IMASP and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged experience that include food and drink and also practice responsible/ sustainable tourism to buyers in Canada. The guidelines for the International Market Access Support Programme are available on the Department's website. The Guidelines outline the eligibility criteria, application process, and support offered.

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 all qualifying applicants.

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

- Accommodation – R 2 362.25 per person per night, linked to the duration of the exhibition;
- Flight – R 16 372.43, based on an economy class return flight; and
- Exhibition fees for approved tourism enterprises will be paid for by the Department.

The IMASP application form is available on the Department's website to download and complete. Should you wish to apply, please access these documents on the following webpage:

<https://www.tourism.gov.za/CurrentProjects/TIP/Documents/IMASP%20Application%20Form%202012%20August%202015.pdf>

All applications received will be acknowledged and qualifying applicants will be notified upon approval and will be 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 for the International Market Access Support Programme: 21 July 2017.**

For more information on the show, please visit [www.worldoftaste.tv](http://www.worldoftaste.tv)

**Submission of Application:**

E-mail: [tipapplications@tourism.gov.za](mailto:tipapplications@tourism.gov.za)

**For enquiries kindly contact:**

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