

National Department of Tourism

EXTENDED DEADLINE: 20 FEBRUARY 2019

CALL FOR APPLICATIONS

IMEX FRANKFURT

21 – 23 MAY 2019, FRANKFURT, GERMANY

The Department of Tourism, through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply and participate in the IMEX Frankfurt that will be taking place in Frankfurt, Germany from 21 – 23 May 2019.

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 Pavilion, IMEX Frankfurt 2018, 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.

Under the IMASP the Department will partially provide financial assistance on a reimbursement basis, to qualifying enterprises according to the IMASP guidelines.

In line with the programme guidelines, reimbursement of costs incurred will be based on **capped amounts**:

- Accommodation - Per person per night, linked to the duration of the exhibition;
- Flight - Return economy class airfare (including connecting flights);
- Participation/ exhibition fees for approved enterprises will be paid by the Department directly to the exhibition organiser.

The guidelines and application form for the International Market Access Support Programme are available to download and complete on the Department's website or by clicking on the following link: <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>. 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.**

Kindly also note that if you have been approved three (3) times within a period of five (5) years and have participated in all three events, you should not submit your application as it will not be considered as per the IMASP Guidelines.

Application Forms are to be submitted to the following e-mail address tipapplications@tourism.gov.za (You will receive a unique number from the Department confirming receipt of your application within three (3) working days. 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).

Only applications received from the date of the publication of a call for application till the deadline will be considered, no applications received before publication of a call for application or after the due date will be considered.

Closing date of application forms: 20 February 2019, 16:00pm.

For enquiries kindly contact:

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