



Western Cape
Government

FOR YOU

Economic Development and Tourism

Briefing Session

Export Competitiveness Enhancement Programme (ECEP) Fund

2023

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Presentation Outline

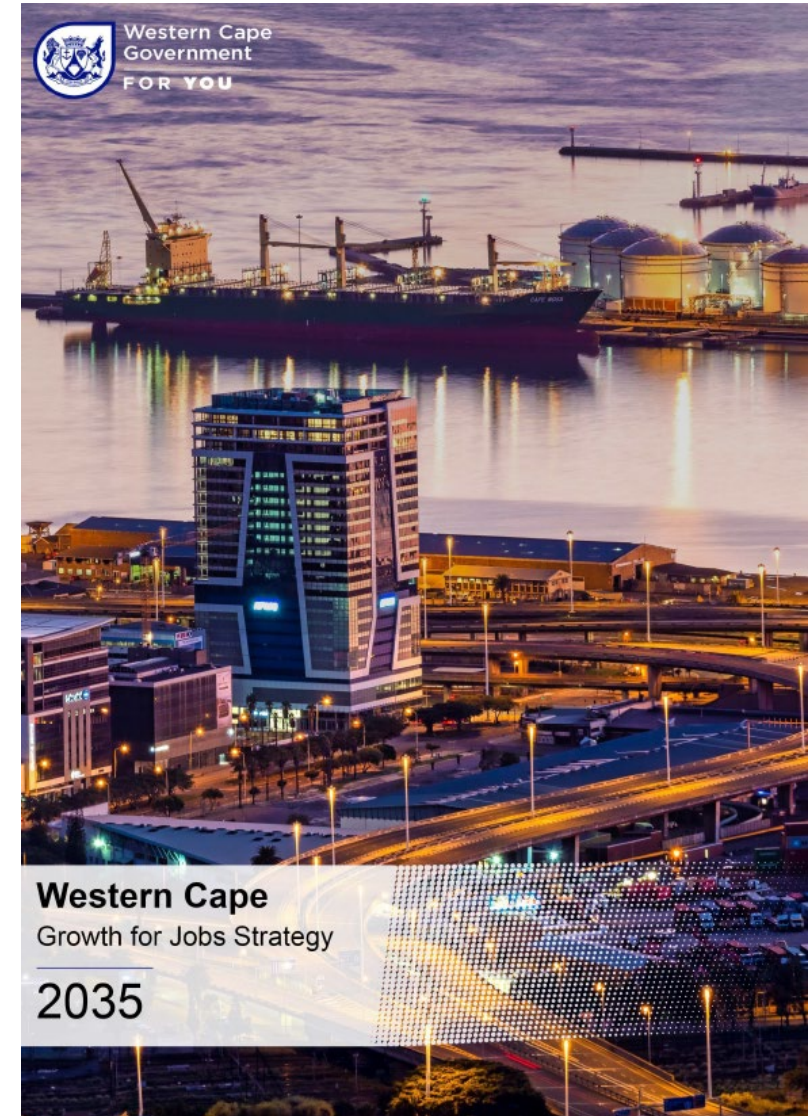
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1. Context: Growth for Jobs Strategy 2035

Approach: The **Growth for Jobs (G4J) strategic framework** is the Western Cape Government's new economic growth plan which aims to achieve private sector led breakout growth and create jobs.

Vision: A **provincial economy that achieves breakout economic growth**, resulting in sufficient employment and opportunity and an economy that is sustainable, resilient, diverse and thriving – generating confidence, hope and prosperity for all.

Goal: By 2035, the **Western Cape will be a R1-trillion inclusive economy in real terms and growing at between 4% and 6% per annum.** This will be achieved through enabling a competitive business environment in which growth is driven through businesses exploiting opportunities.



2. Strategy to grow exports: Triple exports from the Western Cape

Goal	The goal is to triple exports by 2035 which will increase and have an estimated impact on GVA of R 272 billion by 2035.
Impact	The value of exports of goods and services (inclusive of tourism) from the Western Cape will be tripled by 2035
Contributors	1. Exporting of Goods – (R272 billion in 2035)
	2. Exporting of Services
	3. Exporting of Tourism – Additional 1 million arrivals

3. Export Competitiveness Enhancement Programme (ECEP): Overview

- To give effect to the **Growth for Jobs Strategy**, the Department has identified strategic interventions to position exports to create jobs, achieve faster economic growth and development and include the **Export Competitiveness Enhancement Programme (ECEP)**.
- The Export Competitiveness Enhancement Programme (ECEP) is a support programme to **develop and equip businesses to allow them to export effectively**. Interventions target specific businesses and provide support mechanisms aimed at improving the capability, competitiveness, productivity, and export growth of these businesses.
- The focus of the programme will be on **developing and investing in the capacity of businesses to unlock export opportunities**. The businesses will be developed through a structured process (business turnaround or business improvement) to ensure the business can move up the value chain. The programme focuses on **improving the entrepreneur's skills and the business's competitive position** (scale and efficiency). This will improve the business's competency and strategic management of the business. It will also position the business to expand into current markets as well as new market opportunities.
- **The ECEP Fund 2023** will provide support to businesses and organizations that implement programmes and projects that provide holistic support to their export initiatives.

4. ECEP: Overview cont.

- **Budget:** A total of R5 million is available for disbursement to successful applicants. The financial support provided will be capped at **R200 000 per company**.
- **Timeframe:** It is envisaged that each participating business will set aside a maximum of **seven (7) months** for the complete implementation of the identified interventions. The planned intervention intends to develop successful exporters meeting client needs in a professional manner. Implementation to concluded in **February 2024**.
- **Minimum criteria:** The Fund is geared towards businesses that have been exporting for, at least, the past three **(3) consecutive years** in the following **sectors**:
 - a) Food manufacturing
 - b) Beverage manufacturing
 - c) Manufacturing of jewellery
 - d) Manufacture of other transport equipment
 - e) Manufacture of computer, electronic and optical products
 - f) Manufacture of rubber and plastic products
 - g) Manufacture of machinery and equipment
 - h) Manufacture of wearing apparel

5. ECEP: Support Categories

The Fund will provide support for the following categories which can be applied for:

- ✓ **Category 1:** Product reformulation and refinement
- ✓ **Category 2:** International packaging, labelling, and printing requirements
- ✓ **Category 3:** International product certification and standards for international market access
- ✓ **Category 4:** Product registration with relevant international bodies in export markets
- ✓ **Category 5:** International nutritional analysis
- ✓ **Category 6:** Specialised shipping requirements

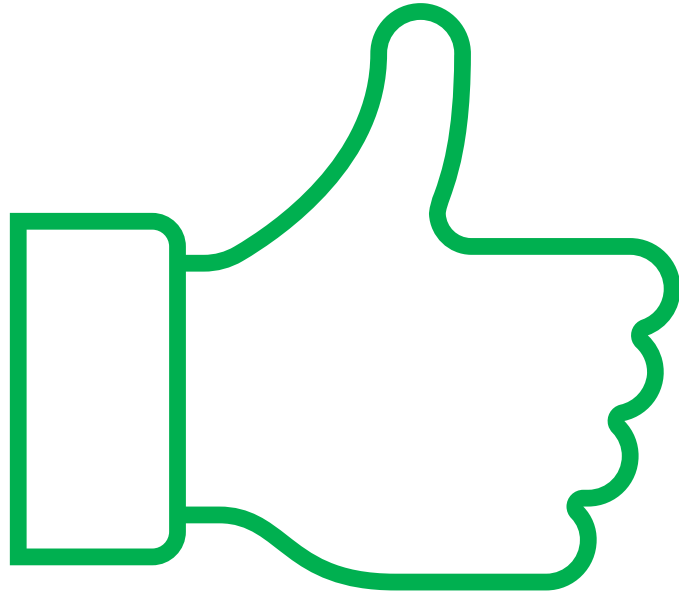


6. Qualifying Criteria

Qualifying businesses & intermediaries/organisations must meet the **minimum requirements** listed below & **compulsory documents** must be submitted as part of the application process – upload using SharePoint link on application form.

- 1. Company docs:** The business or intermediary/organisation must be a formally registered or incorporated legal entity within the Republic of South Africa and should have been trading for more than three (3) years. Business registration documents or documents of incorporation (NPO/NPC Registration Certificate, Partnership Agreements, Sole Proprietor Tax Certificate) clearly identifying the Director (s) of the company or intermediary must be submitted. Copies of the Identify Documents of the Directors should be included.
- 2. Registered exporter:** The business to be supported must have an export permit as well as an off-take agreement to export.
- 3. Audit:** The company must have obtained an unqualified audit opinion during the latest financial year period and audited financial statement for the last financial year must be submitted (the guidelines in the Companies Act will be strictly applied).
- 4. Tax:** The business or intermediary/organisation must be tax compliant at the time of application. A valid tax compliant verification report (“TCS”)/ tax clearance certificate that is not older than thirty (30) business days must be provided at the date of application as well as at the time of signing an agreement.

6. Qualifying Criteria (cont.)

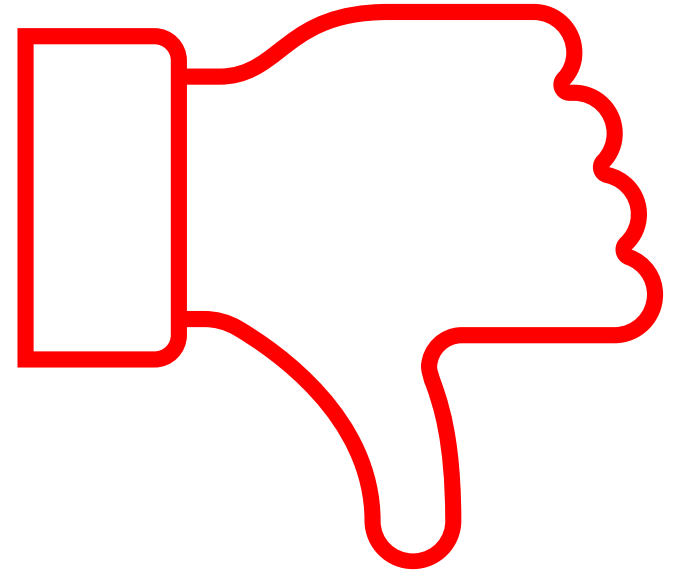


5. **Match funding:** The business or intermediary/organisation must demonstrate that it provides match-funding for the requested amount or more for the specific intervention. A signed letter by the Chief Executive Officer (CEO)/ Chief Financial Officer (CFO) or similar executive authority confirming the value of own funding committed for the implementation of the proposed intervention must be submitted.
6. **Intermediary Location:** The intermediary/organization can be based anywhere in South Africa; however, the beneficiary businesses must be based in the Western Cape.
7. **Beneficiary location:** The applying business must be based within the geographic boundary of the Western Cape even if the main office is based in another province.
8. **BEE certificate:** A valid B-BBEE certificate or B-BBEE Exempt Micro Enterprise sworn affidavit must be submitted.

7. Exclusions

The following costs will not be considered for support from the Export Competitiveness Enhancement Programme (ECEP) Fund:

- Operational and Working Capital.
- Contributing to production costs or purchase of stock.
- Building any kind of infrastructure.



8. Compulsory Documents: Application Form for Businesses

1. **Company Profile:** The following needs to be included: Overview and background of the business and its core activities, the vision, mission, employees, products, turnover, growth potential and the export information of the business.
2. A **project proposal** that elaborates and provides a comprehensive detail on the key intervention that the business needs support in order to export (to be included as part of Annexure A). This should include more details on the funds that are required for the export intervention: a) Funding required from DEDAT. b) Value of own contribution. c) Costs (in rands) breakdown per item that is required.
3. A **valid tax compliant verification report (“TCS”)** that is not older than thirty (30) business days as at the date of submission of the application.
4. **Company registration documents** or documents of incorporation (NPO/NPC Registration Certificate, Partnership Agreements, Sole Proprietor Tax Certificate) with the list of directors and copies of Directors/Owner's Identity Documents.
5. Previous financial year's audited and /or independently reviewed **financial statement**, including auditor's report where applicable.
6. **Signed letter from Chief Executive Officer (CEO)** / Chief Financial Officer (CFO) or similar executive authority confirming the value of own funding committed to the implementation of the proposed key intervention.
7. **B-BBEE** Certificate or sworn B-BBEE affidavit.
8. Certified copy of an **Identity document** of person signing the agreement with the department.
9. **Off take agreement(s)** / letter(s) of intent that will indicate the volumes, prices and duration.
10. Proof of international requirements for packaging/labelling/shipping requirements.
11. Copy of the **Export Permit**.
12. Detailed **project budget and activity base** cash flow clearly indicating the source of funding.

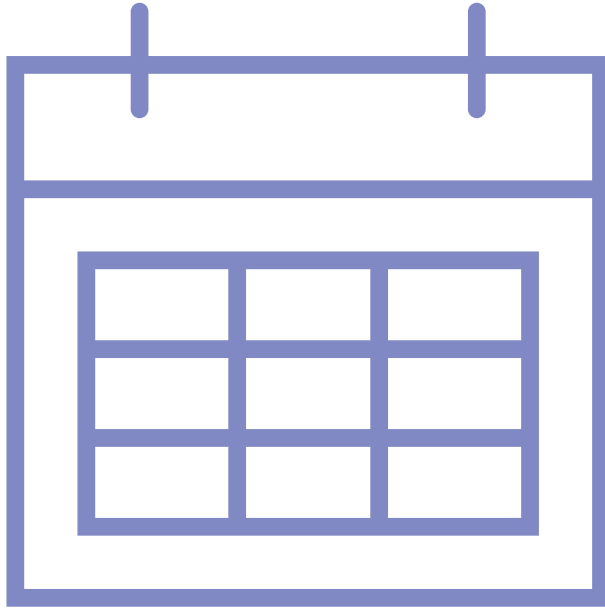
9. Application process

- The application process is two-fold and entails (i) the completion of the required online information and (ii) the uploading of the required supporting documents. This must be done simultaneously. You can't save and go back to the application.
- Please download the **application form for companies** to familiarize your self before completing the MS form application: https://www.westerncape.gov.za/assets/departments/economic-development-tourism/ecep_application_form-businesses_26_may_23.pdf
- Please download the **application form for intermediaries** applying on behalf and numerous companies to familiarize yourself with what is required: https://www.westerncape.gov.za/assets/departments/economic-development-tourism/ecep_application_form-intermediaries_26_may_23.pdf
- **Only applications submitted via the online process**, before the closing date and time, will be considered. No emailed or hand-delivered applications will be considered. So don't completed the pdf version and submit it, you have to complete the online form. **Use the PDF version as a guide** to get everything in order.
- The online system will automatically close for submission of applications at the closing time and date – **30 June 2023**. Completion of the online form is mandatory.
- All documents requested in the Call for Proposals are **compulsory** and must be submitted to complete your application. Please ensure that all documents submitted are legible. The application cannot be considered when documents are illegible, damaged, or corrupted. This must be uploaded from your computed onto the one drive link which will be unique to your application form i.e. it will appear on your online form. **BE PREPARED!**

9. Application process (cont).

- The Department is unable to notify applicants of the correctness and completeness of the requisite information and documents submitted, nor can it request additional information. The onus is on the applicant to ensure that all the required information and the correct documents are timeously submitted.
- For more information on the ECEP Fund application process visit the website: [Economic Sector Support: Export Competitiveness Enhancement Programme | Western Cape Government](#)
- Submitting your application as early as possible is advisable as no late applications can be considered.

10. Important dates and proposed timeframes



- The Call for Proposals was published on **30 May 2023**.
- The closing dates for applications is **Friday, 30 June 2023** – midday (no extensions or late submissions will be accepted).
- A digital briefing session on **6 June 2023**.
- Adjudication and evaluation process: July to August 2023.
- Successful applications will be notified by end of **August 2023**.
- Agreements will need to be negotiated and finalized by September 2023.
- All ECEP Funding to be disbursed by **Jan / Feb 2024**.

Contact Us



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Thank you