



Tourism Enterprise Programme

LET'S DO BUSINESS TOOLKIT

A guide to
working with
TEP



DEPARTMENT OF
ENVIRONMENTAL AFFAIRS AND TOURISM



BUSINESS TRUST

Together, we make a difference.



TEP is a public-private partnership between the Department of Environmental Affairs and Tourism and the Business Trust and implemented by Imbumba Tourism Services

FOREWORD

TEP is very excited to launch this toolkit. The results of various surveys conducted with our clients indicate that more information is required on how to access TEP and what processes and procedures are to be followed. In this toolkit we attempt to provide information on the programme, the types of services TEP offers, the type of documentation required as well as some guidelines on preparing information for TEP.

Our aim is to make the programme easier to understand and access, to assist our clients to receive a speedier and better service from TEP and to enable clients to access the various types of assistances TEP provides.

We value feedback from our clients and therefore encourage you to comment on this toolkit. We would appreciate specific feedback such as the quality of the content, whether it is it easy to understand and easy to use, and suggestions on what else you would like to include. Please forward your comments to Hannelie du Toit on (011) 804 5750 or hanneliedt@tep.co.za.

Yours in tourism,

TIM ANDERSON

Programme Director
Tourism Enterprise Programme

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1. OVERVIEW OF TEP

TEP was originally conceived as a R60m four year programme in July 2000, with funding by the private sector through the Business Trust. The primary thrust of the programme was to facilitate the growth and expansion of small, medium and micro enterprises (SMMEs) in the tourism economy and thereby creating job opportunities.

Following good performance in Phase I, TEP was granted a three-year extension through to June 2006 with R80m jointly funded by the Business Trust and the Department of Environmental Affairs and Tourism. Through striving to make TEP broader, more market driven and with greater impact, it has again been extended. DEAT has committed to invest R185 million in TEP and in addition the Business Trust will invest a substantial amount of co-funding.

During the first six years TEP assisted more than 3100 SMMEs to grow their revenues by more than R2,1 billion collectively, creating more than 30 500 jobs in the process. The consortium that delivered these results has organised itself in an association incorporated under section 21, Imbumba Tourism Services, to implement TEP Phase III. Imbumba is fully HDE (historically disadvantaged enterprise) compliant and comprises African Equations (Cape Town), Ceder Investments (Bloemfontein), ECIAfrica (Johannesburg, Golden Spot Trading (Durban) and Silulu Investment Services (Nelspruit). These organisations, plus additional offices in Polokwane, Kimberley, East London and Port Elizabeth, provide TEP's services in all nine provinces.

TEP is overseen by a Steering Committee made up of representatives from DEAT, Business Trust, the Tourism Business Council, private sector tourism companies and associations, and ECI Africa. The main roles of the Steering Committee are to provide practical guidance in the implementation of TEP and also to ensure that appropriate governance mechanisms are in place.

Through working with large numbers of SMMEs, TEP has identified a number of constraints facing them. Our continued challenge is to determine how to best overcome these constraints and to support SMMEs so that they can realise their full potential. TEP's beneficiaries can be classified into two main categories namely:

Direct Tourism SMMEs:

SMMEs that fall directly within the tourism industry, such as tour operators, travel agents, crafters, B&B's etc.

Indirect Tourism SMMEs:

SMMEs that are not directly related to tourism but supply a range of goods and services to tourism organisations.

TEP helps these SMMEs to:

- 1) Identify business opportunities in the tourism value chain

- 2) Equip themselves to take advantage of these opportunities through skills capacity building

This process ensures the successful conclusion of transactions, which in turn leads to revenue growth for the SMME and in time this leads to the sustainable creation of jobs.

2. WHAT ASSISTANCE IS AVAILABLE FROM TEP?

TEP works with individual businesses by identifying aspects that hamper their growth. We then jointly discuss appropriate ways of addressing those constraints. TEP therefore does not offer a menu of services but rather tailor-make our support according to each business's needs.

Types of services we can offer, include (but are not limited to):

- Professional Services Assistance
 - Business Plans,
 - Feasibility Studies,
 - Marketing Strategies,
 - Research,
 - Assistance with Securing Investments, etc.
- Operational Assistance
 - Accounting,
 - Legal,
 - Tendering,
 - Certification,
 - Licensing, etc.
- Marketing Assistance
 - Exhibitions,
 - Brochures,
 - Websites,
 - Advertising,
 - Memberships, etc.
- Training
 - Assistance with attending approved tourism related training courses
- Tourism Association Development Assistance
 - Assist and facilitate the development of tourism associations in selected areas. Focus on coordinating Government and private businesses to maximise opportunities for SMMEs, specifically around World Cup 2010.

- Business Development Services
 - Assistance with improving the quality of services provided by independent fee charging

Service Providers in the SMMEs market

- Development of HIV/Aids Workplace Programmes
 - Focused on the economic impact of HIV/Aids on businesses through educational workshops.

TEP's services consist of Non Financial or Indirect Technical Assistance and Financial or Direct Technical Assistance, which is explained as follows:

Non Financial or Indirect Technical Assistance

TEP's first and foremost service is helping Tourism SMME's identify viable linkages or business opportunities. Once this is done, we tap our resources to make this opportunity a reality.

This assistance includes:

- Introductions - matching buyers and suppliers of goods and services
- Information sharing
- Mentoring/Aftercare – ensuring that SMMEs have the necessary capacity to deliver as per the contract or market demand.

Financial or Direct Technical Assistance

TEP is not a funding agency. However, we do have a Training and Technical Assistance Fund (TTAF), which can be used to contribute to the cost of any approved assistance on a cost-sharing basis. Depending on the circumstances the client contribution must at least equal the TEP contribution. The client must also indicate any other contributions secured from alternative sources of funding as this would improve the likelihood of TEP support.

Whilst TEP assists SMMEs in identifying suitable finance, be it from banks or non-bank financial institutions, the TTAF fund cannot be used as a bridging mechanism or in any other way to provide such funding.

TTAF can be used for:

- | | |
|-------------------------|--|
| • Marketing Materials | - Brochures, Business Cards, Websites, Signage Design, Advertising |
| • Marketing Trips | - Local and International Exhibitions |
| • Professional Services | - Strategic Planning, Research, Certification and Licensing, Tenders |
| • Training | - Jointly identified and approved tourism related training courses |

TTAF cannot:

- Provide finance (debt or equity) or purchase assets of any kind. This includes vehicles, buildings, computer hardware and software, equipment, office equipment and the physical structure of signage, though assistance with the design of the sign is permissible

- Be used as a loan or investment fund in any manner nor take equity in a SMMEs
- Be used to fund costs of a working capital, or recurrent nature

What you must know about TTAF:

- TEP does not make any TTAF payments in advance of a service being provided.
- It is very important to note that TEP cannot get involved after the fact, or when the service has already been provided
- TEP is required to maintain good controls regarding the use of donor funds and as a result spend much time in the proper validation of documentation. Though this might mean that disbursements are not as quick as some would like it to be, we believe that with corruption making so many headlines in South Africa our clients can understand and appreciate our particular attention to this issue

3. DO YOU QUALIFY FOR SUPPORT FROM TEP?

The primary criteria, albeit intangible, is for the business to have sufficient passion, commitment and opportunity to grow, leading to increased sustainable employment.

The tangible criteria are as follows:

- Small, Medium, Micro Enterprise (SMME)
- Historically Disadvantaged Enterprise / Individual (HDE/HDI) – preferable
- Eligible Transactions
- Legal Entity
- Monthly Reporting

3.1 Small, Medium, Micro Enterprise - SMME

The first criterion a business needs to comply with, to receive assistance from TEP, is being an SMME. Using the table from the South African National Small Business Amendment Bill listed below, TEP clients must not exceed the three criteria listed below:

Sector	1. Maximum Turnover	2. Maximum Employees	3. Maximum Gross Asset Value	Tourism Categories
Agriculture	R 5 m	100	R 5 m	
Mining & Quarrying	R 39 m	200	R 23 m	
Manufacturing	R 51 m	200	R 19 m	
Electricity, Gas & Water	R 51 m	200	R 19 m	
Construction	R 26 m	200	R 5 m	

Sector	1. Maximum Turnover	2. Maximum Employees	3. Maximum Gross Asset Value	Tourism Categories
Retail & Motor Trade, & Repair services	R 39 m	200	R 6 m	
Wholesale Trade, Commercial Agents & Allied Services	R 64 m	200	R 10 m	Travel Agents, Business Tourism
Catering, Accommodation & other trade	R 13 m	200	R 3 m	Guesthouses, B&B's, Tour Operators, Guides, Restaurants, etc
Transport, Storage & Communications	R 26 m	200	R 6 m	
Finance & Business Services	R 26 m	200	R 5m	
Community, Social & Personal Services	R 13 m	200	R 6m	Craft Industry, Community Based Tourism Trusts / Associations

Any prospective TEP client must fit into one of the above tourism categories to be considered an SMME.

3.2 Historically Disadvantaged Enterprise / Individual (HDE/HDI)

HDE Definition as per the Business Trust:

- Historically Disadvantaged Enterprise (HDE) defined as “A business which adheres to statutory labour practices, is a legal entity, registered with SARS, and a continuing and independent enterprise for profit providing a commercially useful function and:
- Which is at least two thirds owned by one or more previously disadvantaged individuals (HDI's) or in the case of a company at least two thirds of the shares are owned by one or more HDI's; and
- Whose management and daily business operations are in the control of one or more HDI's who effectively control it.”

Historically Disadvantaged Individual (HDI) defined as “individuals who fall into population groups that had no franchise in national elections prior to the introduction of the 1984 constitution and the tri cameral parliamentary system”. Note that the Business Trust does not consider white women or the physically disabled to qualify as HDI.

The table below provides both a model to assess, record (as a baseline), and monitor progress against various Black Economic Empowerment (BEE) parameters throughout the duration of the

programme.

TEP Qualification Criteria of an HDE:

Criteria	1 Point	2 Points	3 Points
HDI Ownership/ Shareholding	10%-19%	20%-49%	≥50%
HDI MD / CEO	-	-	3 points
HDI Management	10%-19%	20%-49%	≥50%
HDI Employees	10%-19%	20%-49%	≥50%
HDE Procurement	20-29%	30%-40%	>40%

TEP requires that an enterprise earn a minimum of 7 points to qualify as an HDE. 75% of the enterprises assisted by TEP must be HDE's.

The above multi-faceted definition will allow more small, growing, and dynamic enterprises to participate in TEP, and avoid obvious fronts trying to unfairly obtain TEP support.

3.3 Eligible Transaction

The third criterion in determining if an enterprise is eligible, is whether the business can be considered part of the tourism economy. TEP has divided the tourism economy into Direct and Indirect tourism businesses:

Direct Tourism Business

This means that it is directly involved in the tourism industry with more than 50% of its turnover directly derived from tourism related activities. This includes, but is not limited to; tour guides, restaurants, hotels, guest houses, B&B's, cultural centres, theatre and the arts, tour operators, transport firms, recreational facilities and museums.

Indirect Tourism Business

When a business provides goods and services to the tourism sector but is not a direct tourism enterprise. Examples of this could be a furniture maker selling to a guesthouse or hotel, with the latter clearly being a tourism business. A printer supplying a theatre with promotional brochures. An office equipment maintenance company or security company securing a contract with a convention centre; or a farmer supplying a resort with fresh produce. Indirect tourism enterprises qualify as TEP clients only when the transaction being worked on forms part of the tourism economy.

3.4 Legal Entities

As stated in the Business Trust definition of an HDE, TEP should only deal with legal entities. The absolute minimum requirement for an enterprise to be legal is that it "adheres to statutory labour practices,.....(and) is registered with SARS" This means that it must be registered with the Registrar of Companies and have an income tax number. The enterprise can prove both of these

requirements by producing the Certificate of Incorporation, issued by the Registrar of Companies, and the Income Tax Registration certificate issued by SARS.

If the client is not legal in terms of this definition then TEP may assist the enterprise to become legal. Please refer to TEP's Legal Toolkit (TEP T04) for assistance with legal requirements. Continued support for an enterprise that is not legal will be rejected.

3.5 Monthly Reporting

It is a requirement that TEP obtain monthly turnover and employment figures as well as reports on Indirect Technical Assistance from clients. This is a condition for TEP assistance.

4. WHAT IS THE PROCESS FOLLOWED FOR ASSISTANCE?

TEP has defined the process for assistance in ten steps as follows:

4.1 Initial Meeting (New Client)

The first step of the process is a meeting between the SMME and a TEP Business Development Consultant (BDC). During this meeting the BDC conducts a detailed appraisal of the enterprise that primarily involves:

- visibly inspecting the physical property, facilities, equipment and working environment,
- conducting an in-depth interview with the owner,
- determining compliance with statutory requirements such as registration with the Registrar of Companies and SARS.

A detailed discussion of the policies and procedures and TEP's requirements from the SMME during and after the intervention will take place during the appraisal. The BDC can also assist the SMME to complete the TEP registration form, which includes a Memorandum of Understanding (MOU).

4.2 Registration

To qualify as a beneficiary of TEP it is an absolute requirement that the SMME be registered on the TEP database. This means that a detailed company profile is submitted with the completed and signed registration forms and that the details are entered into the database. Registration is free and your details are entered into a confidential TEP database.

Registration documents (TEP F01 for Tourism SMMEs and TEP F02 for Tourism Service Providers) can be obtained from any one of the BDC's or from any of the Regional Offices. Copies of all documentation submitted to TEP must be kept for your own records.

Registration alone does not mean that assistance will be provided as specific assistance still needs to be applied for as per the process below.

Do you register as a Beneficiary (SMME) or a Service Provider?

Please note that there is a difference between an SMME and a Service Provider. An SMME, TEP

beneficiary, is the enterprise, be it HDE (historically disadvantaged enterprise) or non-HDE, direct or indirect, which will receive TEP assistance. The Service Provider is the entity providing the assistance to the SMME (beneficiary). For example; a training company, an accounting firm, lawyer, business plan writers, research firms, marketing strategists, are all potential Service Providers. There are cases where a Service Provider can also be a beneficiary, such as a training organisation specialising in training tour operators.

4.3 Assistance Identification

Larger tourism enterprises and other corporate enterprises looking to outsource, in-source, invest in, or procure from SMME's are continually being surveyed and serviced by TEP. When a potential linkage is identified, or once TEP and the client determine that a certain type of training or technical assistance is required, we may access Technical and Training Assistance Fund (TTAF).

4.4 Application

The prospective beneficiary must complete a detailed and well-motivated application form. This should indicate the purpose of the assistance applied for, and state to what extent the business will be able to satisfy or contribute towards TEP objectives of employment creation and increased turnover. Requests must be easily understandable and readable and should preferably be submitted via e-mail.

Application forms (TEP F03) can be obtained from any one of the BDC's, or from any of the Regional Offices or can be downloaded from the TEP website (www.tep.co.za).

A number of documents are required from the client to process the request for assistance. To make this process as straightforward as possible, a checklist has been drawn up to assist you with the documentation required, and at what stage. These checklists are automatically included in the application form.

To process the application as quickly as possible, the client must:

- Already be registered on the TEP database (to be verified by the BDC),
- Have completed the application form in full and supplied all required documentation (as per checklist),
- Submit three quotations from prospective service providers (where appropriate as per checklist)
- Inform TEP of any other contributions or funding secured.

After appraising the initial request for assistance, the BDC will assess the potential impact on transaction value and job creation before submitting a formal request for assistance to TEP Head Office in Gauteng.

4.5 Letter of Approval

Once the application is formally approved the BDC will inform the client in writing and provide a TTAF number. It is important that a copy of the approval letter be kept in a safe place as this is the client's only proof of approval. The TTAF number must be quoted when enquiries are made into the progress of the application.

4.6 Service Level Agreement

When applying for websites, business/marketing plans, feasibility studies etc, a Service Level Agreement will be drawn up between TEP, the client, and the Service Provider. This Service Contract, provided by TEP, is a standard document and simply sets out the roles, responsibilities, and expectations of all parties to the agreement.

4.7 Service Delivery

Once the Letter of Approval is received and the Service Contract (if required) is signed by all parties, the approved intervention can take place.

4.8 Disbursement

Once the intervention has taken place, all supporting documentation (including the various Evaluation Forms – TEP F04 to 06 which can be downloaded from www.tep.co.za) needs to be submitted to TEP. Please refer to the checklists mentioned above for more details on the required documentation. In the case of Marketing Materials and Professional Services TEP requires a copy of the advert, brochure, business card, business plan, research report etc, or the website address. Approved applications expire three months after the date of approval. If the supporting documentation is not received by TEP within three months of the assistance, the approval will be automatically cancelled and TEP will not be responsible for any of the costs.

4.9 Reporting

The client is required to provide TEP with monthly Progress Reports indicating turnover and employment creation information as well as reporting on Indirect Technical Assistance. This information is kept strictly confidential and is used purely for reporting to TEP Funders on progress achieved. It is a condition for any TEP support that the client agrees in advance to provide this information and signs our registration form to this effect. The Progress Report Form (TEP F07 for Direct Tourism) is available for download from the TEP website (www.tep.co.za).

4.10 Graduation

Experience shows that SMME development is a multi year process involving a wide range of support including, but not limited to, raising finance, marketing, and skills development. In each of these there is a progression of development. Once the SMME has achieved a sustainable level of development in these various areas, the SMME is graduated from the programme with the commitment from TEP to play an ongoing advisory role.

5. WHAT YOU NEED TO KNOW WHEN APPLYING FOR TTAF ASSISTANCE

General

A Memorandum of Understanding is included in the TEP registration form, which is an undertaking

from the client to comply with all TEP requirements. The client must explicitly agree to comply with all TEP requirements in respect of the use of TTAF. For this purpose the registration form, which includes a Memorandum of Understanding, needs to be signed when registering.

TEP commitment for TTAF funding is only valid when the client has received a TEP approval letter. This approval letter states the amount approved and the TTAF Assistance Number, which the client must quote when communicating with TEP.

When additional funding is sourced from other funders, TEP requires a letter of support from the funder stating clearly what portion of the assistance will be funded and the amount thereof.

Quotes

Clients are required to obtain and submit competitive quotes for the work to be done. TEP can assist by identifying suitable service providers if necessary.

Quotes should reflect the total cost of the service and not just the TEP contribution.

Quotes must be clear and detailed (i.e. costs broken down) and must be on the Service Provider letterhead.

The following rules apply regarding obtaining competitive quotes for TTAF applications:

One Quote - When the total cost of the service to be provided is : R5 000 or less

Two Quotes - When the total cost of the service to be provided
is between : R 5 000 and R 20 000

Three Quotes - When the total cost of the service to be provided is : Greater than R20 000

There will be instances where obtaining competitive quotes is not possible, usually because the required service is very specific or technical in nature. If funds were obtained from another source e.g. dti, they may specify the service provider as per their list of preferred suppliers. Whatever the case, the reasons for no competitive quotes must be clearly communicated on the application form.

Where possible, it is recommended that HDE service providers be used. Though maintaining high quality of service and best value for money are the two overriding principles, it is also the intention and objective of this programme to support and build capacity in as many HDEs as possible – whether as TEP clients or TEP Service Providers.

Invoicing and Payment

If the service provider is a registered VAT vendor, TEP requires original VAT compliant invoices made out to **ECI Business Linkage Centre**, VAT # 4610192785. An example of a VAT compliant invoice is available in Annexure B or can be viewed on www.tep.co.za.

If the service provider is not a VAT vendor, original invoices, made out to either the client or ECI Business Linkages Centre will be acceptable.

Cheques will be made payable to the Service Provider. If the client has paid the service provider in full, TEP requires proof of the payment from the Service Provider.

An invoice from a Service Provider stamped "Paid" does not constitute proof of payment. A receipt from the Service Provider, or a statement showing the invoices raised and the payments received would constitute proof of payment.

Likewise a copy of a bank statement, or credit card statement, reflecting payments to an accommodation establishment would constitute proof of payment. However, this does not replace the requirement for an invoice from an accommodation establishment proving the dates and length of stay by the client (refer to Marketing Trips below).

Marketing Materials

Marketing materials include all items related to the marketing of an enterprise including brochures, business cards, websites, design of signage, membership fees, etc. Marketing materials do not include letterheads or the cost of the physical structure of the sign (eg: poles, billboards, flags, lighting, etc.).

Each of these items is dealt with individually below. This list is not exhaustive so any item not mentioned specifically must be discussed with the BDC.

Brochures

- TEP may assist with up to 50% of the design and related design costs for brochures.
- TEP may assist with up to R 10 000 per annum per enterprise of the costs of producing brochures for attending exhibitions.
- TEP may assist with brochures for a "start up" business up to R3 000, not linked to an exhibition or event. This R3 000 assistance may be provided once only.

Business Cards

- TEP may assist a 'start up' business with up to R500 for business cards but only once per business.
- TEP may assist up to R500 for business cards being used for exhibition purposes.

Websites

- TEP may assist with up to 50% of the design costs of a website, including the domain registration costs.
- TEP will not assist with hosting and/or internet connectivity costs.
- The client and BDC meet to discuss the website requirements, and jointly decide on the appropriate course of action
- The client will be supplied with a list of suitable Service Providers (if required) and from here the normal TTAF procedure is followed, including the signing of a Service Level Agreement
- Work can commence and at approximately two thirds of work completed the Service Provider must submit a draft copy of the work to TEP Head Office in Johannesburg (e-mail: Keith.Burrows@eciafrica.com). This will ensure that the final product meets the client's expectation and TEP's quality requirements.

- The final product needs to be submitted to the client and TEP and upon TEP approval the normal TTAF disbursement procedures are followed.
- More details on Websites can be obtained from the TEP Website Toolkit (TEP T02) which is available on www.tep.co.za.

Signage

- TEP will assist with up to 50% of design and layout costs, but not with the physical structure of the sign.

Advertisements

- TEP may assist with up to 50% of the total cost of an advert up to a maximum of three (3) adverts per business, per annum.

Membership Fees

- TEP may assist with up to 50% of the membership costs of an approved organisation for the first year. Examples of approved organisations are SATSA, Soweto Tourism Development Association, etc.
- TEP may assist with up to 25% in year two.
- TEP will not assist after year two.

Marketing Trips

Marketing trips include:

- Attending local and international exhibitions
- International marketing trips that are not linked to an exhibition.

Type of Exhibitions:

- TEP may assist clients to attend any SA Tourism sanctioned exhibition.
- TEP may also assist client to attend certain other exhibitions relevant to their type of business.

Number of Exhibitions:

- TEP may assist clients to attend up to two local and two overseas exhibitions per annum.
- Attendance at Indaba and One of a Kind are recommended for the tourism industry and the craft industry respectively. Therefore, these two exhibitions are not included in the two local exhibitions (i.e. TEP may assist a client to attend the Getaway Show, Cape Tourism Showcase and Indaba)

Number of Times to the same Exhibition:

- It is generally accepted that it takes at least three years of exhibiting at any tourism related exhibition before the client starts to realise the benefits of exhibiting. Generally it is during years four and five that the client concludes significant business deals as a result of exhibiting.

- Based on this TEP may assist a client to attend an approved exhibition with up to 50% of the costs of the exhibition for three (3) years.
- TEP may assist a client with up to 25% of the costs of an exhibition for years four and five.
- TEP will not assist after year five.

General Requirements:

TEP requires the original boarding pass and a copy of the ticket for the reimbursement of approved flight costs. If the ticket does not clearly state the cost of the flight TEP requires an invoice from the airline proving the cost of the flight.

The client is also required to provide proof of attending the conference or meeting. This proof can take the form of badges, attendance letters etc.

All clients attending an exhibition with TEP assistance are required to complete our Exhibition Evaluation Form (TEP F05) and all clients participating in a TEP assisted Marketing Trip are required to complete the Marketing Trip Evaluation Form (TEP F06).

The costs of attending an exhibition are be divided into 5 categories:

- 1) Exhibition Stand Costs
- 2) Daily Subsistence Allowance
- 3) Daily Accommodation Allowance
- 4) Travel Costs
- 5) Marketing Materials

Local Exhibitions

1. Exhibition Stand Costs
 - TEP may contribute up to 50% of the stand costs for a client exhibiting at an approved exhibition.
 - Proof of stand costs will be provided by way of an invoice from the event organiser made out to the client.
 - The client must pay the total stand cost directly to the Service Provider and can then claim the approved assistance from TEP after the event.
 - When a client has been invited to attend an exhibition and certain costs are paid for by the host, the letter of invitation must be included with the application.
2. Daily Subsistence Allowance
 - TEP does not assist with daily subsistence allowances for local exhibitions.
3. Daily Accommodation Allowance
 - The maximum daily accommodation allowance for local exhibitions is R350 per person per night. TEP can assist one person per enterprise to attend an exhibition.

Examples:

- If the client has paid R450 per night for accommodation for Indaba, TEP will reimburse the SMME at a rate of R350 per night.
- If the client has paid R275 per night for accommodation for Indaba, TEP will reimburse the SMME at a rate of R275 per night.
- Both the above examples must be supported by invoices from the accommodation establishment proving the duration and the cost of the stay.
- The total amount is calculated over the period the client is attending the exhibition. A further two days are permitted, i.e. one day on either side of the show to allow the client to setup before, and breakdown after the exhibition.

4. Local Travel

- TEP may cover 50% of the following costs for one person per enterprise attending an exhibition:
 - Airfares: TEP will assist with approved airfares only if the original boarding passes are attached to the disbursement documentation.
 - Local Mileage: TEP may assist towards petrol/mileage costs for distances travelled over 50 kilometres @ R2.00 per kilometre if the client travels in their own motor vehicle.
 - Toll fees: TEP may assist with up to 50% of toll fees incurred for distances travelled over 50 kilometres if the client travels in their own motor vehicle.

5. Marketing Materials

- Please refer to the Marketing Materials section above.

Overseas Exhibitions

The same rules apply for overseas exhibitions as for local exhibitions, with a few exceptions. Unlike local exhibitions TEP may cover the daily accommodation allowance and the daily subsistence allowance for exhibitions outside of South Africa. The amount is calculated over the period the client is attending the exhibition. A further two days may be permitted, i.e. one day on either side of the show to allow the client to setup before, and breakdown after the exhibition (up to a maximum of 7 days).

1. Daily Subsistence Allowance

- The daily subsistence allowance is £25 per day, based on the days-away calculation.
- TEP does not require receipts for this on return from the exhibition.

2. Daily Accommodation Allowance

- The allowance is up to a maximum of £30 per day, based on the days-away calculation. TEP will only assist one person per business to attend an exhibition.
- Should the accommodation invoice be less than £30 per day, TEP will pay the lesser amount.

3. Foreign VAT

- TEP will not refund clients for foreign VAT incurred during overseas visits. In most cases the foreign VAT may be claimed back by the client. The exhibition organisers usually have procedures in place to assist SMME's in claiming foreign VAT.

Marketing Trips not linked to an Exhibition

- TEP will not assist clients to go on local trips that are not directly linked to an exhibition.
- TEP may assist clients that wish to undertake overseas marketing trips that are not linked to an exhibition.
- A detailed itinerary of the trip including confirmed appointments, reasons for the meetings and contact details, must be provided to the BDC with the Application Form (TEP F03). Please see Annexure A for an example.
- A limit of seven (7) days has been set on all overseas marketing trips. As per normal procedure, these trips need to be approved prior to the client undertaking the trip.
- On returning from the marketing trip, the client is required to submit a Post Marketing Trip Evaluation to the BDC detailing the organisations/people that they engaged with, and the actual and potential new business that may result as a result of the trip.
- The overseas exhibition accommodation and subsistence per diems apply to marketing trips.

Operational Assistance

Operational Assistance include a wide variety of assistances such as Accounting, Legal, Tendering, Certification and Licensing. Normal TEP procedures apply to these types of assistances.

Professional Services

These can include Business Plans, Feasibility Studies, Marketing Strategies, Research and Securing Investments. This is a fairly expensive and complicated assistance; therefore the following procedure has been put in place:

Business Plans

- The client and BDC meet to discuss the Business Plan Evaluation Guide
- The client is then required to complete and submit the appropriate Client Business Plan Questionnaire
- The client and BDC will meet again to discuss the questionnaire, and jointly decide on the appropriate course of action
- The client will be supplied with a list of suitable Service Providers (if required) and from here the normal TTAF procedure is followed, including the signing of a Service Level Agreement
- Work can commence and at approximately two thirds of work completed the Service Provider must e-mail a draft copy of the work to TEP Head Office in Johannesburg (e-mail: Keith.Burrows@eciafrica.com or Neil.Sapsford@eciafrica.com). This will ensure that the final product meets the client's expectation and TEP's quality requirements.
- The final product needs to be submitted to the client and TEP. Upon TEP approval of the final

document, normal TTAF disbursement procedures are followed.

- More details on Business Plans can be obtained from the TEP Business Plan Toolkit (TEP T03) which is available on www.tep.co.za.

For all other Professional Services, similar procedures will apply.

Training

TEP may assist the client with certain training costs that are directly related to the continued successful existence of the business.

This could include (but is not limited to):

- Tour guide training for a tour operator
- Galileo training for a travel agent
- SA Host training for accommodation establishments

TEP will only assist when training is provided by an accredited third party training institution or individual. The training service provider must provide proof of proper accreditation.

6. ANNEXURE A

Example of an Itinerary for Marketing Trips Only:

Date	Company Visited	Contact Person	Tel #	E-mail Address	Reason for Meeting

7. ANNEXURE B

Example of a TAX Invoice

1) **JOHN DOE'S Printing Press**
22 ELM STREET
CAPE TOWN
4001

3) **INVOICE NO:001**
Vat Reg No: (A 10 digit no.)

4) TAX INVOICE

2) **Customer** Date: 15 November 2004 7)
ECI Business Linakges Centre Att:
145 Western Service Rd
Woodmead
JHB
2146
Vat No: 4610192785
Tel: (011) 8020015
Fax: (011) 8028448
Vat No: 4610192785
Work done for Jane's B & B

5)

QTY	DESCRIPTION	UNIT PRICE	TOTAL
50	Design of Brochures	50.00	2500.00
12	Design of pens & artwork	10.00	120.00
Sub Total			2620.00
Vat @ 14%			366.8
Total incl vat			2986.80

6)

This is an Original Tax Invoice as requested by SARS

- 1) The name and physical address of the company invoicing us.
- 2) The correct name and physical invoice of ECI BLC. It helps all of us if the client's name appears on the invoice. Our vat number must appear on the invoice, it is illegal to add it ourselves when the invoice arrives.
- 3) The Vat No. of the company- (John Doe's Printing Press). And the invoice must be numbered.
- 4) The Invoice must state TAX INVOICE. (not vat invoice as this is incorrect)
- 5) The services must be broken down as shown above. (This is just an example of services provided) If it states invoice in the description coloum it will not be accepted.
- 6) The Sub total, Vat @ 14 % and Total incl vat must be shown in this format.
- 7) The date of the invoice.

Please note that if the above requirements are missing on a Vat invoice we will not pay the vat.

CONTACT DETAILS

Gauteng - Head Office

Woodmead Business Park, 145 Western
Service Road, Woodmead, Johannesburg
PO Box 409, Wendywood, 2144
Telephone : 011 804 5750
Fax : 011 802 8448
Email : info@tep.co.za

KwaZulu-Natal

Regional Representative :
Golden Spot Trading 664 CC
2nd Floor, Tourist Junction Building,
160 Pine Street, Durban
P O Box 1308, Ballito, 4420
Telephone : 031 305 7006
Fax : 031 301 7912
Email : kzn@tep.co.za

Western Cape

Regional Representative :
African Equations CC
Suite 5, 1st Floor, 17 Prince Street,
Oranjezicht, Cape Town
P O Box 12221, Mill Street, 8010
Telephone : 021 461 5735
Fax : 021 461 5775
Email : wcape@tep.co.za

Mpumalanga

Regional Representative :
Silulu Investment Services (Pty) Ltd
14 Henshall Street, Nelspruit
P O Box 2270, Nelspruit, 1200
Telephone : 013 752 2300
Fax : 013 752 3496
Email : mpumalanga@tep.co.za

Free State

Regional Representative :
Ceder Investments CC
78 Victoria Weg, Unit 2, Willows,
Bloemfontein
P O Box 32347, Fichardt Park,
Bloemfontein, 9317
Telephone : 051 444 0070
Fax : 051 444 0579
Email : freestate@tep.co.za

Northern Cape

Regional Representative :
Ceder Investments CC
3 Chapel Street, Kimberley
Telephone : 053 832 2799
Fax : 053 832 3006
Email : ncape@tep.co.za

Eastern Cape – Port Elizabeth

108 Tourism Centre, Cnr Walmer Boulevard,
Mitchell Street, South End
Telephone : 041 582 2150
Fax : 041 582 2234
Email : pe@tep.co.za

Eastern Cape – East London

59 Western Avenue, Sanlam Park, Vincent
Telephone : 043 727 0480
Fax : 043 727 1002
Email : eastlondon@tep.co.za

Limpopo

Standard Bank Building,
49 Landros Mare, Polokwane
Telephone : 015 295 7287
Fax : 015 295 7294
Email : limpopo@tep.co.za