



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

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MEDIA RELEASE

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the dtic's TO LAUNCH THE EXPORT BARRIERS MONITORING MECHANISM

The Department of Trade, Industry and Competition (**the dtic**) will launch the Export Barriers Monitoring Mechanism (EBMM) on Monday, 31 August 2020 starting from 10:00. The EBMM is a single channel for companies to report and receive assistance in resolving export barriers.

According to the Deputy Minister of Trade and Industry, Mr Fikile Majola the EBMM is open to all companies that require assistance in overcoming export challenges, and is able to assist with barriers encountered locally and in foreign markets. He says companies reporting to the EBMM will receive dedicated government support, with a comprehensive resolution strategy developed for each individual barrier.

“While the EBMM is open to receive barriers encountered in all markets, it will have a particular focus on smoothing trade with the rest of Africa. The African Continental Free Trade Agreement (AfCFTA) offers unprecedented opportunities on the continent, and building a conducive environment for the movement of goods in the region is key to unlocking the potential of the agreement,” says Majola.

He adds that the EBMM will be one part of a comprehensive programme of work to address the non-tariff barriers that stifle the development of regional trade.



Firms making use of the EBMM receive dedicated support from **the dtic** officials throughout a process designed to address their specific concerns. The launch event will include an overview of the EBMM and how to make use of the system, details of special support for firms looking to trade with Africa, as well as a panel discussion on export barriers featuring top business leaders.

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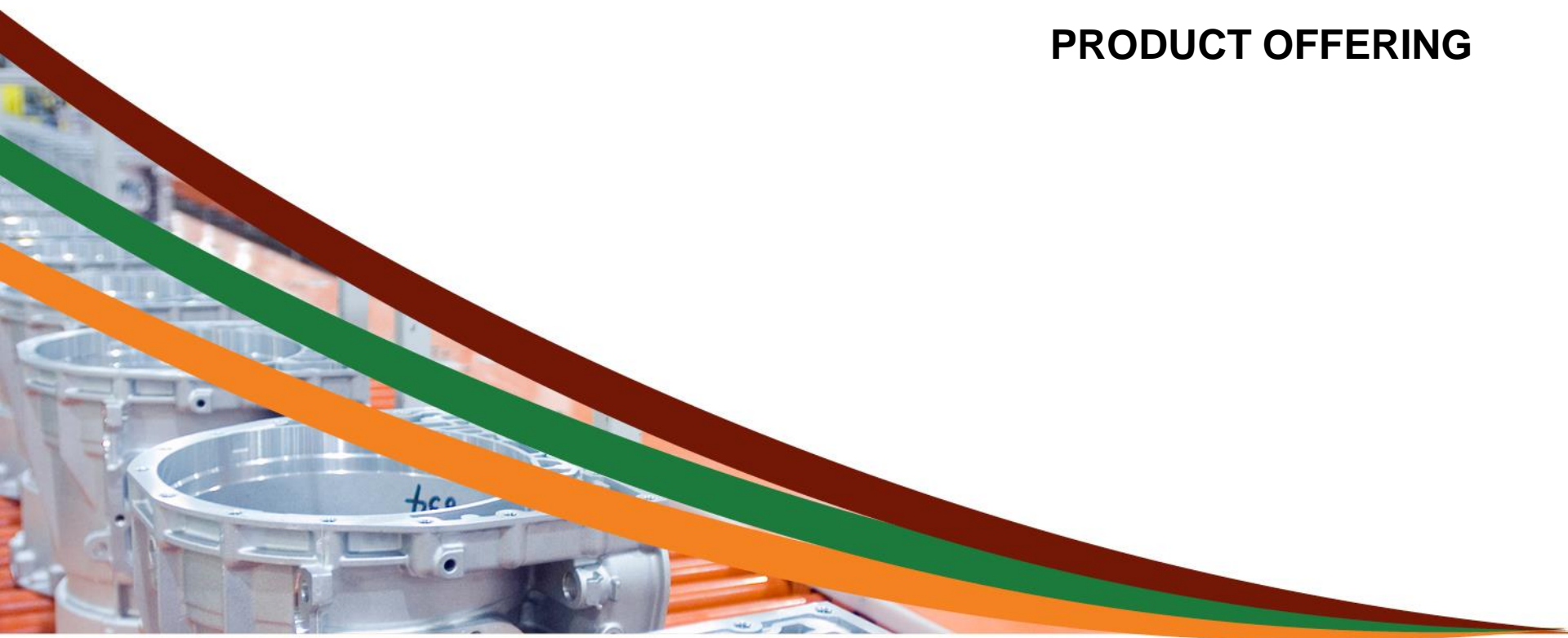
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EXPORT BARRIERS MONITORING MECHANISM

PRODUCT OFFERING



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1. What does the EBMM offer?

- 1. A single channel to report export barriers:** To report any export barrier, email ExportBarriers@thedtic.gov.za, or use the (soon to be available) online form on the dtic website.
- 2. Dedicated resolution support:** An official is assigned for each individual barrier, and acts as your representative in government for that challenge.
- 3. Long-term integration into economy diplomacy:** Barriers registered with the EBMM guide engagements and forums with foreign partners.
- 4. Clustering of priority barriers:** When multiple firms report similar barriers, that reporting cluster receives additional support via a cross-cutting intervention.



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2. How do I report?

- To report a barrier, send a short description of your challenge to ExportBarriers@thedtic.gov.za
- An official from the EBMM will capture this information on a two-page reporting form, and then share this form with you for any additions and to check the information.
- Please share as much detail as possible, including technical information if needed.
- All information is treated as confidential, and reporters have numerous options for the level of privacy applied to a report.

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Export Barriers Monitoring Mechanism
Reporting form

Section 1: Contact information

1.1. Company or organization

1.2. Contact person

1.3. Contact email

1.4. Contact number

1.5. Do not disclose my details I.S. Do not disclose my barrier

Section 2: Export description

2.1. Product description

2.2. HS code(s)

2.3. Destination market(s)

2.4. Exit point(s)

2.5. Entry point(s)

EBMM Plot / 1

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Section 3: Export barrier

3.1. Which of the following best describes your challenge?

Export barrier on a foreign market
Export barrier in south africa
Tariff barrier on a foreign market
Competitiveness challenge in south africa
Other

3.2. How serious is the barrier?

Our most serious challenge
Top five most important barrier
Important
Low priority

3.3. Describe the barrier

Section 4: Submission of this form

After completion of the form above, please save this document and submit your form to ExportBarriers@thedtic.gov.za. If you encounter any problems or require assistance, please call 012 384 2575.

Reset form

EBMM Plot / 2

3. What can I report?

- Any consideration that you believe is limiting your ability to competitively export can be reported.
- That includes any barrier encountered in any foreign market, as well as any challenge encountered locally.
- Four barriers are common: (1) **non-tariff barriers in a foreign market**, (2) **non-tariff barriers in SA**, (3) **tariff barriers in a foreign market**, and (4) **industrial competitiveness challenges**.
- The focus of the EBMM is on non-tariff barriers. While tariff barriers can be reported, resolution of these challenges is often a complex undertaking and may take a very long period of time.



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4. What happens after I report?

- **Within 24 hours** of reporting, you will receive an acknowledgement of your registered barrier.
- **Within 3 days** of reporting, you will be contacted by the official assigned to your barrier. They may request further information on your barrier, or confirm any outstanding details.
- **Within 2 weeks** of reporting, the official will contact you regarding the resolution strategy developed for your barrier.
- The agreed **resolution plan** will tell you what to expect, and what the next steps in the process will be.



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5. What is a resolution plan?

- Resolution plans are developed based on the specifics of the barrier in question, but a rough indication of what to expect can be found below.
- **Emergency issues** will be immediately escalated and receive priority support.
- **Barriers in foreign markets** generally require intensive engagement with foreign governments. Some engagements will happen immediately, but others may require long-term discussions at a senior level.
- **Barriers in South Africa** will involve engagements with the relevant agency or Department. Most engagements will happen directly between the dtic and the appropriate government partner.
- **Barriers that cannot be directly resolved** may receive offsetting support in South Africa, which is assessed on a case-by-case basis.



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6. What if my problem isn't resolved?

- Resolving export barriers is very complex and time consuming. Timelines unfortunately cannot be provided for likely resolution.
- Short-term emergencies have a high resolution rate, estimated at around 76% for the case of COVID-19 related barriers. But tariff and NTBs are much more variable.
- However, if you are unhappy with the service offered by the EBMM, a focal point for escalation has been established in the office of the DDG: Export Development, Promotion and Outward Investment. Please speak to your designated official to escalate the issue.
- An independent complaints focal point will shortly be established, as a further channel for assistance.



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7. What other services are available?

- 1. If you would like to register multiple barriers at once:** Request a working session, where an official will come to your offices and capture all your challenges directly on the system.
- 2. If you need help monitoring barriers:** From October, export councils or industry groups that want to improve your monitoring of export barriers can request capacity development support.
- 3. If you would like help today:** Attendees of the launch event can request a discussion following the event on the challenges you face. To request a follow-up session, make use of the Q&A function or email ExportBarriers@thedtic.gov.za



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8. What other support is available?

1. **Find new clients for your products:** Export Marketing and Investment Assistance (EMIA) incentive and Digital Export Marketing initiative
2. **Get help doing business in Africa:** Trade Invest Africa (TIA)
3. **Learn to export:** Global Exporter Passport Programme (GEPP)
4. **Get help with export barriers:** Export Barriers Monitoring Mechanism (EBMM)
5. **Learn about new markets:** the dtic's regional desks and Foreign Economic Representatives
6. **Connect with global importers:** Export Bridges initiative
7. **Access funding:** the dtic's Industrial Financing Division, the Industrial Development Corporation (IDC), and the Export Credit Insurance Corporation (ECIC)
8. **Get help managing COVID-19:** dtic's Exporter Support task team

To find out more, contact the **Export Help Desk**
0861 843 384, ExportHelpDesk@thedtic.gov.za



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