JOIN ENTERPRISE FLORIDA
ON A TRADE MISSION TO
SOUTH AFRICA | FEBRUARY 24–MARCH 4, 2017

Organized by Enterprise Florida, the official economic development organization for the state of Florida.
Dear International Business Leader:

I am pleased to invite you to participate in Enterprise Florida’s Trade Mission to South Africa scheduled for February 24–March 4, 2017.

Enterprise Florida is fully committed to develop trade ties and foster commercial engagement between Florida and African nations. With a population of approximately 54 million, South Africa’s consumer market offers tremendous opportunities within its borders for Florida companies. Geographically, Florida is the closest U.S. state to South Africa, positioning us as a natural trading partner. The country’s location also serves as a gateway to the rest of the continent with a market of approximately one billion people. As Africa’s growth is fueled by the consumption, Florida companies’ world class goods and services have a significant competitive advantage and are well-suited with the types of industries being pursued by businesses in the country.

Enterprise Florida along with the U.S. Department of Commerce is preparing a full agenda which includes qualified business appointments, in-depth briefing sessions and a wide range of networking events. Mission participants will have the opportunity to interact with high-level government officials and business decision-makers in a variety of industry sectors.

The trade mission is in line with Florida’s African Trade Expansion Program, which fosters and promotes bilateral trade opportunities in the African market for Florida businesses. Moreover, this trade mission offers significant opportunities for companies seeking to tap into Africa’s growing middle class and other rapidly growing economies elsewhere on the continent.

I encourage Florida companies interested in business opportunities in South Africa to make plans to join me on this important mission.

Sincerely,

Manny Mencia
Senior Vice President, International Trade and Development
Enterprise Florida, Inc.

FIVE REASONS WHY U.S. COMPANIES SHOULD CONSIDER EXPORTING TO SOUTH AFRICA:

1. **Low Entry-Threshold**
   - South Africa remains a must-consider country in sub-Saharan Africa (SSA) when new-to-market (NTM) companies weigh up location options; the logistics infrastructure, English language and benign legal processes make this a low entry-threshold country.

2. **Business Environment**
   - The business management environment (legal, publicity, marketing, accounting, forensics, process outsourcing, etc.) is arguably the best in Africa.

3. **Business Incubator**
   - South Africa is a business incubator for NTM ideas; as the middle class in Africa grows, business models launched in and from South Africa will find easier acceptance in other SSA markets.

4. **Low-Risk**
   - The penetration of South African companies and agencies into Africa makes finding the right partner to piggy-back with into third markets a low-risk business development model.

5. **Receptive Partners**
   - South African companies are receptive to a range of partnering arrangements with U.S. companies; these range from agency, to licensing, to JV’s, to mergers and acquisitions; some SA companies hope to enter the U.S. market in this fashion.
BEST EXPORT OPPORTUNITIES

The industry sectors listed below provide the best opportunities for exports from the United States to South Africa. With a population of approximately 54 million people, South Africa enjoys economic stability and a largely pro-business environment. The United States is South Africa’s most important trading and technology partner, and ranks annually as South Africa’s third largest partner in two-way trade by value. There are many business opportunities in the South African market. The industry list below is extensive but not exclusive – and market opportunities may exist for some industries not explicitly listed. If your industry is not mentioned below, please contact us for a no-obligation assessment. Leading sectors for Florida exports to South Africa include:

- Aerospace
- Agricultural Sector
- Automotive Aftermarket: Specialty Equipment
- Electrical Power Systems
- Franchising Industry Sector
- Green Building Technologies
- Healthcare
- Information Technology
- Medical Devices
- Mining Equipment
- Pollution Control Equipment
- Port and Maritime Infrastructure
- Rail Infrastructure

MISSION ITINERARY*

FRIDAY, FEBRUARY 24
- Delegation departs Florida to John F. Kennedy/New York Airport for connecting flight on South African Airways

SATURDAY, FEBRUARY 25
- Delegation arrives in Johannesburg, South Africa

SUNDAY, FEBRUARY 26
- Johannesburg cultural and historical program (optional)
- Tour of Soweto, Mandela House and Hector Petersen Memorial followed by cultural experience at traditional African restaurant

MONDAY, FEBRUARY 27
- South Africa Country Commercial Briefing by the U.S. Mission in Johannesburg
- Florida – South Africa Business Seminar
- Gold Key one-on-one appointments
- Networking reception

TUESDAY, FEBRUARY 28
- Half day Gold Key one-on-one appointments
- Delegation departs to Durban in the early afternoon
- Evening networking reception in Durban, South Africa

WEDNESDAY, MARCH 1
- KwaZulu-Natal Regional Briefing
- Florida – KwaZulu-Natal Business Seminar
- All day: Gold Key one-on-one appointments
- Evening flight to Cape Town, South Africa

THURSDAY, MARCH 2
- Western Cape Regional Briefing
- Florida – Western Cape Business Seminar
- All day: Gold Key one-on-one appointments
- Evening networking reception

FRIDAY, MARCH 3
- Half day Gold Key one-on-one appointments

SATURDAY, MARCH 4
- Cultural and historical program (optional) Robben Island
- Afternoon departure to Johannesburg
- Evening departure to John F. Kennedy/New York Airport on South African Airways

SUNDAY, MARCH 5
- Delegation arrives in John F. Kennedy/New York Airport
- Delegation take connecting flight to Florida
- Delegation arrives in Florida

*Itinerary subject to change
U.S. COMMERCIAL SERVICE IN SOUTH AFRICA

As part of EFI’s Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in South Africa. The USCS will coordinate one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports and foreign direct investment opportunities.

Gold Key Matchmaking fees will be $1,000 for one-on-one appointments with pre-screened South African companies interested in doing business with you.

**Option 1: GOLD KEY PACKAGE – 4 FULL DAYS**

- First company representative .................. $1,000  

  (limited to 20)
- Additional company representative .......... $500

Package includes the following:

**Gold Key Service**: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened South African companies that have expressed an interest in your product or service.

*Gold Key participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first come first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

**GRANTS**: EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments through the USCS for participating Florida companies. The price of this service is $1,000. However, small and midsized Florida manufacturers, distributors, and professional service providers may qualify for a **Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative**. A separate application process will be required for this grant. Additional company representatives will be charged a $500 fee.

**Option 2: DELEGATE PACKAGE**

- Delegate ................................. $650 per person

Delegate package does not include any one-on-one appointments.

Package includes the following:

- Admission to all mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all mission events

Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

**TRAVEL ARRANGEMENTS**

Protea Travel Services, an independent travel agency, will coordinate all airline and hotel reservations. Special group discounted airfare and hotel rates have been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use arranged ground transportation. For additional travel guidance, please contact Protea Travel Services: (954) 927 5558.

**ESTIMATED TRAVEL COSTS**

**HOTEL:**
- Hilton Sandton Johannesburg ................ approx. $155/night
- Beverly Hills Durban ........................... approx. $225/night
- Hilton Cape Town ............................... approx. $170/night

**FLIGHTS:** (Estimated costs)
- Roundtrip airfare from Florida via John F. Kennedy/New York Airport to Johannesburg, South Africa ............... $1,684 incl. tax

The above airfare also includes internal flights from:
- Johannesburg to Durban
- Durban to Cape Town
- Cape Town to Johannesburg

**FOR DELEGATES**

The Delegate Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms. The registration fee is $650 per person.

**CANCELLATIONS**

Cancellations prior to January 20, 2017 must be made in writing and sent to Joseph Bell at jbell@enterpriseflorida.com. No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by January 20, 2017.

Contact Joseph Bell for further details: 305-808-3389 or jbell@enterpriseflorida.com

**MISSION REGISTRATION  |  305-808-3660**

Gold Key Registration Deadline: Monday, Dec. 5, 2016  |  Delegate Package Registration Deadline: Friday, Feb. 3, 2017

FOR REGISTRATION FORMS, CONTACT: Joseph Bell at jbell@enterpriseflorida.com or Fred Glickman at fglickman@enterpriseflorida.com.

Registration will not be considered final until ALL event & travel registration forms and payment have been received.