



South Africa Inbound Trade Mission

Miami, Florida
September 26, 2017

South Africa is one of the most advanced economies in the African continent. The country is experiencing a series of changes that make it an attractive market not only within the African region but for SUSTA region companies as well. For example, its vast urban population (33 million or two thirds of the total population), increasing levels of disposable income, and youthful population (approximately half of the population is under the age of 25) make the “Rainbow nation” an interesting prospect. Furthermore, the market for consumer oriented agricultural products is also changing. South Africans are becoming increasingly interested in western food products such as snack foods that combine convenience with nutrition.

South Africa is also an attractive business destination because it serves as a gateway to Sub-Saharan Africa. The South African retail sector has expanded into other markets within Africa, thereby SUSTA region products could spread into other markets in Africa. Registering for this inbound trade mission offers the opportunity to delve into the South African market in a less costly fashion.

Fees: Passes \$25

Registration deadline: July 21st, 2017

No refunds for cancellation after July 21st, 2017

Fee Includes: Pre-arranged one-on-one meetings with South African buyers. Travel and accommodations are the responsibility of the company.

Product Description (Suitable products include, but are not limited to): Snack foods, Poultry products (eggs), Nuts (especially almonds), Prepared foods, Breakfast cereals, Baby foods, Bread products

Industry Focus: Food service products, Ingredients, Organic, and Retail food products.

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