



South Africa Inbound Trade Mission to America's Food & Beverage Show

Miami, Florida
September 17, 2024

South Africa, the thirty-third biggest economy on the planet, is one of the most developed and diverse economies in Sub-Saharan Africa. The nation has a GDP (gross domestic product) of \$418 billion, making it the second-largest economy in Africa after Nigeria. Due to its expanding market, which supports the effective delivery of both imported and domestically produced agricultural products to major urban areas and the broader Southern Africa region, the country is a desirable location for businesses. Due to its highly established and sophisticated food processing industry, South Africa imports a significant amount of food ingredients. Opportunities for U.S. agricultural exports in specialized food and beverage categories have been created by South African consumers' openness to trying new products and a rising demand for imported goods as a result of changes in health-conscious eating and drinking habits.

According to USDA export data, condiments, animal feed preparations, essential oils, dairy products, beef, fruit & vegetable juices, meat alternatives, fertilizers, barley, fruit products are some potential markets for U.S. agricultural products in the South African food and beverage industry.

This event is taking place in conjunction with the Caribbean and Colombia Inbound Trade Missions

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from South Africa

Registration Deadline: August 15, 2024 (No refunds for cancellation after July 17, 2024)

Industry Focus: Food Service Products, Ingredients, Natural/Health, Organic, Retail Products

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

Activity Managers:

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and monitor the [Travel Advisories \(state.gov\)](https://www.usda.gov/travel-advisories) webpage before traveling.

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