



South Africa Outbound Trade Mission

Johannesburg & Cape Town, South Africa

April 19-22, 2021

South Africa has a well-developed business market and is a gateway to other Sub-Saharan markets. With a population of approximately 56 million people, it is highly diversified and self-sufficient in primary foods, except for wheat, oilseeds, and rice. In 2018, the United States only accounted for 5 percent of the \$6.6 billion in total imports of agricultural products to South Africa but changing consumer trends continue to create opportunities for U.S. exporters in the market, especially for those exporting convenience or ready-to-eat foods and natural/organic products. Southern U.S. consumer-oriented/value-added foods have the best prospects in the South African market.

SUSTA is proposing a new Outbound Trade Mission to Johannesburg and Cape Town, South Africa in 2021. This outbound trade mission will bring SUSTA companies to the market for market tour, market briefing, and will allow South African buyers to meet with companies in a one-on-one setting, allowing for a more in-depth conversation and relationship building.

Participation Fee: \$600

Early Bird Special: \$400 (if you register and pay before December 19, 2020)

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Market Briefing & Tour;
- In-country transportation to meeting locations

Registration Deadline: February 19, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

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

Product Description: (Suitable products include, but are not limited to): poultry meat & products (including eggs), prepared food, condiments & sauces, dairy products, processed fruit, chocolate & cocoa products, non-alcoholic beverages (ex. juices, coffee, tea), tree nuts, pet food, and beef & beef products

Activity Managers

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.