



South Africa Virtual Trade Mission

Virtual
May 3-7, 2020

South Africa, with a population of approximately 56 million people, has a market-oriented economy, well-developed infrastructure, and a growing consumer demand for value-added foods. It is highly diversified and self-sufficient in primary foods, except for wheat, oilseeds, and rice, and has a well-developed processed food sector and competitive horticulture sector. South Africa serves as a gateway for distribution throughout the region and U.S. products may be transhipped to neighboring countries. In 2019, imports of agriculture products were valued at US \$6.4 billion, a decline of 4 percent, compared to the previous year. South African consumer trends are changing and creating opportunities to increase U.S. exports of convenience and ready-to-eat foods, as well as natural and organic products.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market briefing on current market conditions, virtual meetings with buyers and reimbursement of up to \$100 in sample shipping costs with proper documentation.

Participation Fee: \$25

Fee Includes:

- Market Briefing
- Virtual one-on-one meetings with South African Buyers (**between 7-10am CST**)
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- April 30th: Marketing briefing and market assessment sent to participants
- Week of May 3rd: One-on-one virtual meetings with South African Buyers

Registration Deadline: April 2, 2021 (No refunds for cancellation after this date)

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

Product Description: Snack foods, Poultry products (eggs), Nuts (especially almonds), Prepared foods, Breakfast cereals, Baby foods, Bread products

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