



South Africa Outbound Trade Mission

Johannesburg & Cape Town, South Africa

April 10-13, 2023

South Africa is a middle-income emerging market with an estimated population of 60 million (64 percent live in urban areas). The country's GDP was \$302 billion in 2020. The country is an attractive business destination due to its growing market and a well-developed infrastructure. Although the commercial agricultural sector in South Africa is highly diversified and is self-sufficient in most primary foods (with the exceptions of wheat, rice, chicken, and oilseeds), the country continues to offer opportunities for imports from the United States. South Africa consumers' willingness to try new products and a growing demand for imported products due to changes in health-conscious eating and drinking habits has created opportunities for U.S. agricultural exports in niche food and beverage categories.

SUSTA is proposing a new Outbound Trade Mission to Johannesburg and Cape Town, South Africa in 2023. This outbound trade mission will bring SUSTA companies to the market for market tour, a market briefing, and facilitate one-on-one meetings between key South African buyers and participating companies, allowing for more in-depth conversations and relationship building.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before December 10, 2022)

Fee Includes:

- Prearranged one-on-one meetings
- Market Briefing & Tour
- In-country transportation to meeting locations
- Reimbursement of up to \$500.00 in sample shipping costs (with proper documentation)
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: February 10, 2023 (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, Organics, 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.

