



South Africa Inbound Trade Mission

Miami, FL
September 23, 2019

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. US exports of agricultural products to South Africa reached \$321 million in 2016. However, limitations in some of South Africa's agro-processing sectors combined with increasing consumer demand, has driven import growth for consumer-oriented foods/beverages.

Southern U.S. consumer-oriented/value-added foods have the best prospects in the South African market. According to USDA export data, the top 10 consumer-oriented products exported from the United States to South Africa were: 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, dog & cat food, and beef & beef products.

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from South Africa
- This activity is in conjunction with the Brazil and Philippines Inbound Missions. If there is interest to meet with buyers from these markets, click on the registration under related events.

Registration Deadline: June 30, 2019 (No refunds for cancellation after this date)

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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