



# Multi-Sector Trade Mission to South Africa & Zambia

## Agricultural, Energy, Transportation, and Mining Technologies

### Why South Africa and Zambia?

SOUTH AFRICA is the most advanced, broad-based industry and productive economy in Africa.

- South Africa became the newest country to join the leading emerging market group, BRICS.
- In 2011, U.S.-South Africa trade increased 18 percent from its 2009 trade level.

ZAMBIA is geographically well placed to become a regional hub as it shares its border with eight countries.

- Zambia was recently ranked one of the fastest growing economies in the world by The Economist Magazine.
- Zambia is emerging into focus with a U.S.-Zambia trade increase of 83 percent in 2011 over its 2010 level.

### Which Sectors?

Electric Power and Energy Efficiency Technologies

Productivity Enhancing Agricultural Technologies and Equipment

Transportation Equipment and Infrastructure

Mining Equipment and Technology

### Why Participate?

- Welcome reception at the U.S. Ambassador's residence
- Pre-screened one-on-one meetings with potential partners, distributors, and end-users
- Access to South African, U.S. and Zambian government officials
- Meetings with U.S. Commercial Service industry specialists from U.S. Embassy South Africa and Zambia
- Pre-departure briefings

**U.S. Commercial Service—Connecting you to global markets.**

### Apply Now, Space is Limited

[www.export.gov/trademissions/SouthAfricaZambia](http://www.export.gov/trademissions/SouthAfricaZambia)

**Date:** Nov 26 - 30th, 2012

**Venue:** Lusaka/Ndola, Zambia, and Johannesburg/Cape Town, South Africa

**Registration Deadline:** Oct. 5, 2012

### Cost:

- \$4,350 for small and medium enterprises (<500 employees)
- \$4,900 for large firms
- \$450 for each additional firm representative
- Expenses for travel, lodging, most meals, and incidentals will be the responsibility of each participant

### For More Information:

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