



INTERNATIONAL TRADE MISSION TO JOHANNESBURG AND CAPE TOWN, SOUTH AFRICA

MISSION BRIEFING

BIRMINGHAM REGIONAL CHAMBER OF COMMERCE

January 18, 2008

The Mobile Area Chamber of Commerce, in association with the Alabama Development Office and Export Alabama Alliance, has scheduled a **trade mission to the Republic of South Africa August 15 – 23, 2008**. The purpose of this mission is to provide Alabama companies and organizations with an opportunity to assess and explore specific business prospects and to promote Alabama as a world-class business center. Business representatives and government officials will have the chance to establish relationships and facilitate closer commercial ties with this dynamic economy.

Why South Africa?

South Africa's population is over 44 million people. It has a strong pro-business regulatory environment and a strong infrastructure network. It is the most advanced economy on the African continent with characteristics similar to those in developed countries. South Africa's service sector is well established and its industrial sector is growing. In 2006, its investment rating improved ranking **South Africa among the pre-eminent second-tier emerging markets**.

- The United States is the third largest source of South African imports.
- The United States is the largest portfolio investor in South Africa and the second largest source of foreign direct investment.
- The mature nature of the South African economy is reflected in the mix of economic sectors: agriculture 9%, manufacturing industry 24%, and services sector 66%.

In 2006, Alabama exported \$96.5 million of commodities to South Africa. The top exports included mineral fuels, industry machinery, chemicals, electric machinery, paper products, agricultural goods, earth stone, plastics, medical equipment, and aircraft supplies. Studies show that South African demand is greatest for power generation equipment, telecommunications, airport/ground security, automotive parts and services, transportation, infrastructure, civil construction, franchising, environmental technology, mining technology, and sporting goods.

Please contact Bridgette Clark, 251.694.0702 or bclark@mobilechamber.com, for additional information. This event is free of charge, but we ask that you kindly RSVP. A continental breakfast will be served.