



Alabama Development Office International Trade Mission to South Africa

August 15-23, 2008

The Alabama Development Office and Export Alabama Alliance have scheduled a trade mission to the Republic of South Africa. 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.

MISSION INTEREST FORM

If interested, please contact Heath Cosgrove, 334.242.0450 or Heath.Cosgrove@ado.alabama.gov, Alabama Development Office, International Trade Division, 401 Adams Avenue, Suite 630, Montgomery, AL 36130, or fax back this form to 334-353-1330.

Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Tel: _____ Fax: _____
Email: _____

The Alabama International Trade Center at The University of Alabama is an institutional member of the Alabama Small Business Development Consortium. Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Karla Jordan, Box 870396, Tuscaloosa, AL 35487-0396 or 1-800-747-2482.