



## SOUTH AFRICA AND KENYA TRADE MISSION

February 13-17, 2023

### ACCELERATE YOUR EXPORT SALES

Please join the Conference of Great Lakes St. Lawrence Governors & Premiers trade mission to South Africa and Kenya, February 13-17, 2023. Each mission participant will receive a customized schedule of B2B meetings with prospective customers and business partners. Mission participants will also benefit from networking events and logistical support provided by the GSGP Africa Trade Office. Optional group safari, at own cost, prior to the start of the trade mission.



### COSTS

Participation Fee: US \$1,500 per person  
(each additional participant US \$500)

Market Research & Customized Appointment  
Setting Fee\*:

South Africa US\$2,700  
Kenya US \$2,700

\*Grant funding is available in many states to offset mission costs and travel fees. In some states, the market research and customized appointment fee are complimentary.

### CONTACT

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### WHY SOUTH AFRICA AND KENYA?

- There has been significant US export growth to South Africa and Kenya through May of this year, up 17% and 46% respectively.
- Top Great Lakes export categories to South Africa include industrial machinery (up 35%), mineral fuels (up 19%), and electrical machinery (up 29%). Top categories for Kenya include mineral fuels (up 2116%), aircraft and parts (up 133%), and pharmaceutical products (up 99%).
- Great Lakes region companies should consider South Africa's geographic advantages, logistics infrastructure, widespread use of the English language, and relatively transparent legal processes.
- U.S. and Canadian companies should consider doing business in Kenya as it is a market-based economy, is considered to be the economic, commercial, financial, and logistics hub of East Africa, and there is a young, growing and educated English-speaking population with a high fluency in technology, according to the International Trade Administration.

Recipient of the 2020 President's  
"E Award" for Export Service

REGISTRATION DEADLINE  
DECEMBER 1, 2022  
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