Virtual Trade Mission: South Africa & Tanzania

South Africa Overview

In 2018, South Africa was the United States’ 42nd largest export market. South Africa is the most advanced, diversified, and productive economy in Africa. With a population of 58 million people, South Africa enjoys relative macroeconomic stability and a largely pro-business environment. With widespread use of the English language and relatively transparent legal processes, South Africa is a logical and attractive option for U.S. companies, as well as a gateway for entering the Sub-Saharan Africa marketplace.

Top opportunities for Virginia exporters to South Africa include:
- Education
- Aerospace
- Electricity Power Systems & Renewable Energy
- Information Technology
- Mining Equipment

Tanzania Overview

Tanzania has an ambitious industrialization plan to transform itself into a middle-income economy by 2030. The Government of Tanzania is focusing on developing local industries and making large investments in infrastructure and energy sector development, which present opportunities for U.S. exports. The United Republic of Tanzania has sustained 6-7% Gross Domestic Product (GDP) growth since the late 1990s due to a relatively stable political environment, reasonable macroeconomic policies, structural reforms, resiliency from external shocks, and debt relief. Growth has been driven primarily by transportation, communications, agriculture, manufacturing, electricity, wholesale and retail trade, real estate, and business services. Tanzania’s exports to the United States are dominated by agricultural commodities, minerals, and textiles while imports from the United States include wheat, agricultural and transport equipment, chemicals, used clothing, and machinery. U.S. exporters and service providers interested in exploring commercial opportunities in sub-Saharan Africa should strongly consider Tanzania. In 2018, Tanzania was the United States’ 112th largest export market.

Top opportunities for Virginia exporters to Tanzania include:
- Agro-Processing
- Energy
- Healthcare
- Mining
- Telecommunications
Opportunities in South Africa & Tanzania

Healthcare
Africa is experiencing growth in the healthcare related sectors approximating 8 to 9%. With over $40 billion spent on healthcare, medical devices are over $3.5 billion on the continent, a 30% market share in medical devices going to American products. 95% of medical devices are imported.

Opportunities for Virginia companies include: medical devices and instrumentation, pharmaceuticals, diagnostics, preventative healthcare products, aged care-based products/services, health IT and software solutions, and others.

ICT
The South African ICT market is estimated at $50 billion, with IT accounting for $17 billion, and communications $33 billion. The sector contributes approximately 8.2% to South Africa’s GDP. Cybersecurity requirements are $2.3 billion per year. South Africa and Tanzania have a high respect for U.S. sourced software and systems across the board.

Opportunities for Virginian companies include: sales into management information systems, cyber threat abatement, data management, and predictive analytics and a host of other products and services.

Safety and Security
South Africa has the world’s fourth largest private security sector worth approximately $4 billion. There are over 9,000 companies in this sector, that employ 400,000 people – mostly in guarding. High-tech is in demand across the board. Tanzania also has a burgeoning security sector.

Opportunities for Virginian companies include: communication, surveillance and cybersecurity technology, training, equipment, product innovation and development, and others.
Details

The objective for this virtual trade mission is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in South Africa & Tanzania. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in South Africa & Tanzania and to provide you with market intelligence.

To verify that South Africa & Tanzania are good markets for your company, contact your local International Trade Manager or the Trade Mission leader immediately! We only want you to participate if we think there is good market potential in South Africa & Tanzania for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

Trade Mission Dates
November 9-13, 2020

Registration Deadline
September 11, 2020

Schedule

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

The itinerary is planned as follows, and is subject to change:

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>September 11, 2020</td>
<td>Friday</td>
<td>Last day for registration</td>
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<tr>
<td>During the week of</td>
<td></td>
<td>Conduct virtual Doing Business in South Africa &amp; Tanzania briefing</td>
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<tr>
<td>November 2, 2020</td>
<td></td>
<td>Virtual Trade Mission begins; Individual meetings</td>
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<tr>
<td>November 9, 2020</td>
<td>Monday</td>
<td>Virtual meetings continue for two - three weeks as scheduled by the in-country consultant</td>
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<tr>
<td>November 27, 2020</td>
<td>Friday</td>
<td>Virtual Trade Mission ends</td>
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Registration

Register and pay the trade mission fee online: [https://southafricatanzaniatrademission2020.eventbrite.com](https://southafricatanzaniatrademission2020.eventbrite.com)

The registration process is ongoing. Based on past trade missions, we expect 6-10 Virginia companies to participate.

You must pay the trade mission participation fee of $2,500 to the VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, reps, and/or partners and organizations of your meetings with interested prospects
- Briefing on “Doing Business in South Africa & Tanzania”
- Your VEDP Trade Mission Leader and in-country consultant available to you to ensure everything runs to plan
- Interpreter

Meetings

The VEDP has engaged the services of Zurcom International, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. Zurcom International was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to their markets. If you would like to learn more about Zurcom International, please review their website: [https://www.zurcom.net](https://www.zurcom.net).

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

During virtual meetings, someone from the consultant’s team will likely participate in all meetings in order to facilitate the meeting, making sure everyone joins, and ensuring logistics run smoothly.

Communication

In South Africa and Tanzania, English is the most commonly used language for conducting business. If needed, interpreters will be provided by VEDP and are included in your registration fee.

How to Prepare

To best represent your company in a virtual environment you need to be prepared. Here are some items that you should consider before your meeting:

- Do I need to have my marketing materials or presentation translated?
- Could my product best be demonstrated with a video?
- Does my company have the appropriate technology to participate in virtual meetings?
- Do I have the right people from my company on the call?
On this trade mission we accomplished three objectives. The first was to determine interest for our company in South Africa, which is very high. The second objective was to identify three potential partner opportunities. The third objective was to gain an understanding of the paths to doing business in South Africa, including the technical and regulatory requirements relative to our products. We are optimistic that we will be successful in establishing a partnership to sell our products into South Africa. It is unlikely we would have ventured to do this without VEDP support.

2018 Attendee, Trade Mission to Morocco and South Africa
Consultant Bio

Richard Zurba

Richard Zurba has been providing trade and investment solutions to government and commercial clients since January 1999 in the sub-Saharan Africa and Indian Ocean regions. Mr. Zurba's experience includes commercial real estate in the Toronto area prior to departing for Africa. In 1993, he joined World Vision and worked for 2½ years in the Democratic Republic of the Congo. In January 1996 he relocated to South Africa where he worked as an Export Manager for an import/export business. He has worked in eight countries on four continents and has personal experience in export selling into over 20 African countries. His company has managed over 100 trade missions including a number focused on the medical sector for German, Dutch, American, and other national governments.

Richard does presentations for associations, governments, and corporate entities globally on the shifting Africa business landscape as well as on how to proactively tackle new markets. Richard is the Coordinator of IBG Global, a partnership of firms reaching over 150 country markets assisting exporting companies to meet their dynamic goals in export sales. He manages a staff based across Africa as well as partnerships globally to assist companies reaching their expressed international goals.

Richard has a B.A. (Alberta, International Relations), an M.A. (London School of Economics) and an M.B.A. (Western Ontario).

"This trade mission has allowed our company to move closer to exporting products abroad. Each step of the trade mission process, from meetings to follow-up discussions, helped us gain insight into the South African market.

2018 Attendee, Trade Mission to Morocco and South Africa