

# Invitation

## Invitation to Participate in an Outward Selling Mission to the USA

15 to 22 October 2017

The Department of Trade and Industry (**the dti**) invites exporters to apply to participate in the Outward Selling Mission to the USA scheduled to take place from 15 to 22 October 2017.

**the dti** will facilitate an Outward Selling Mission (OSM) to meet with potential importers, distributors and retailers in the USA.

This trade mission is targeting South African exporters of fresh and processed food who want to enter the market or expand their exports to the USA. The mission will include visits and meetings with companies in New York, New Jersey and Philadelphia and will conclude at the Fresh Summit Exhibition in New Orleans, where more buyers and companies from the USA can be met.

Products with high export potential are: fresh fruit, dried fruits and nuts, frozen fruits and vegetables, fruit juices, concentrates and purees, fine foods, ready to cook/eat packaged fruits and vegetables and fresh Cape flowers.

About 6400 South African products enjoy duty-free entry into the USA under the Generalized System of Preferences (GSP) program and the African Growth and Opportunity Act (AGOA), which has been extended for a further ten years to October 2025. This gives South African exports a price advantage over its competitors.

The mission will visit New York, New Jersey and Philadelphia on the East Coast and will conclude at the Fresh Summit Exhibition in New Orleans where more food companies from the USA and other countries can be met. (Only relevant South African companies will be participating in this segment.)



**the dti**

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



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Interested exporters are encouraged to apply for participation in this important Outward Selling Mission.

Companies will be screened and selected in line with EMIA guidelines and market requirements, which are explained in the EMIA guidelines document. For the approved companies, **the dti** will provide:

- Accommodation (bed and breakfast only); and
- An economy class return airfare to a maximum of R17 000.

Companies applying for EMIA funding for this mission need to complete and submit the EMIA application form and supporting documentation as listed in the guideline documents:  
[http://www.thedti.gov.za/trade\\_investment/emia\\_group\\_offerings.jsp](http://www.thedti.gov.za/trade_investment/emia_group_offerings.jsp)

Companies interested in joining the mission must be export ready, be competitive in the South African market, have been in business for at least 2 to 3 years and must have a proven track record in exporting.

Applicants need to complete the attached EMIA application form, include the other required documents and submit by courier to:

Samantha Sithole  
EMIA Division  
**the dti** Campus  
Building A Ground Floor  
77 Meintjies Street  
Sunnyside Pretoria  
0002

The closing date for receipt of application forms is **26 July 2017**.

Application form enquiries:  
Ms Rosina Nkosi  
E-mail: [RNkosi@thedti.gov.za](mailto:RNkosi@thedti.gov.za)  
Tel: 012 394 3237

Export Promotion enquiries:  
Mr Koketso Tsoai  
E-mail: [Ktsoai@thedti.gov.za](mailto:Ktsoai@thedti.gov.za)  
Tel: 012 394 3237



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