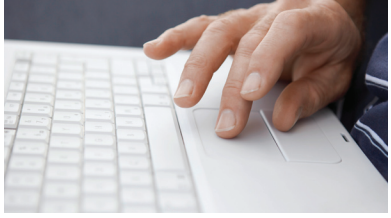

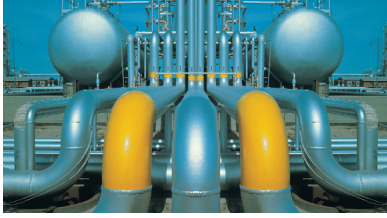

BUSINESS OPPORTUNITY EVENT:

Sub-Saharan Africa Trade Mission

Find New Sales Opportunities in Sub-Saharan Africa

If you're looking to increase your sales, look to Sub-Saharan Africa. With its burgeoning consumer base of 650 million, political stability, and economic reforms, the market potential of Sub-Saharan Africa is growing. To help your company leverage this opportunity, the U.S. Commercial Service—the worldwide client service delivery arm of the U.S. Department of Commerce's International Trade Administration—will lead a trade mission to Ghana, Nigeria, and South Africa.

Sub-Saharan Africa Trade Mission
Accra, Ghana | Lagos, Nigeria | Johannesburg, South Africa

APPLY NOW—SPACE IS LIMITED!

DATES: March 3–11, 2008

COST: $3,950 per firm

APPLY: www.export.gov/africamission

U.S. companies committed to making sales and contacts in Africa are encouraged to apply. Mission recruitment concludes December 10, 2007.

Why Sub-Saharan Africa?

INCREASING DEMAND. U.S. exports to the region increased by 30 percent to $6.7 billion in the first half of 2007 from the same period in 2006, driven mainly by demand for oil field equipment parts, vehicles and parts, aircraft, wheat, platforms for offshore oil drilling, non-crude oil, and medical equipment.

ACCELERATING GROWTH. Economic growth in the region is projected to accelerate this year to 6.7 percent, the highest in a decade, while Africa's oil-exporting countries will likely see their economies expand by 10 percent or more.

EXPANDING TRADE CAPACITY. The United States, a leading provider of foreign direct investment to Sub-Saharan Africa, is committed to strengthening economic growth and development in the region through trade.

Make the Right Business Contacts

Led by the Director General of the U.S. Commercial Service, this official trade mission will include three stops: Accra, Ghana; Lagos, Nigeria; and Johannesburg, South Africa. In each city, mission participants will receive high-value market briefings; gain access to key government officials; and meet one-on-one with carefully screened potential agents, distributors and partners. Additional business meetings can be arranged in Johannesburg or Cape Town through our Gold Key Matchmaking Service. Targeted sectors include, but are not limited to, energy, health care, information technology, safety and security, and telecommunications.

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

Apply for this business opportunity today at **www.export.gov/africamission**

Start Your Business Year With a Roar...

Best Prospects in Sub-Saharan Africa

As the markets in Sub-Saharan Africa continue to show substantial growth and potential—with a burgeoning consumer base of 650 million people—Ghana, Nigeria, and South Africa stand out as opportunity-filled destinations for U.S. exporters.

Best Prospects in Ghana

ENERGY GENERATION. Project opportunities include a 300MW thermal power plant in Tema and expansion of an existing plant in Takoradi.

HEALTH CARE. Equipment for diagnostics, intensive care, and surgery; ambulances and related equipment; and disposable supplies are in high demand.

COMPUTERS AND ACCESSORIES. There is substantial demand for software design and systems consulting. The United States is Ghana's major supplier of computer equipment.

TELECOMMUNICATIONS. Ghana's telecommunications needs include switching and transmission equipment, telephones, radio and television equipment, and cellular telephones.

Best Prospects in Nigeria

OILFIELD MACHINERY. With increased oil and gas exploration, U.S. companies are expected to maintain a dominant market share of high-end oilfield machinery.

HEALTH CARE. Due to recent reforms, Nigeria's health care sector holds significant opportunities for professional training and sales of advanced technology.

SAFETY AND SECURITY. With rising demand to protect its growing financial and information technology sectors, best prospects include technologies for airport security; personal, residential, and industrial protection; and crime fighting.

TELECOMMUNICATIONS. Nigeria is one of the world's most profitable telecommunications markets, with monthly revenue from services averaging $615.4 million.

Best Prospects in South Africa

ELECTRIC POWER. Demand is high for new power stations, pebble bed modular reactors, transmission and distribution equipment, systems control equipment, network upgrades, and refurbishment of turbines.

MEDICAL EQUIPMENT. There is joint-venture potential for smaller and medium-sized U.S. companies offering specialized technologies that can be incorporated into existing operations.

SAFETY AND SECURITY. Rising demand for external expertise and new digital technologies, especially surveillance equipment, creates more opportunities for U.S. suppliers.

TELECOMMUNICATIONS. As South Africa prepares to host the 2010 FIFA World Cup, industry sources predict 20 percent annual growth in demand for telecommunications equipment, particularly for Second Generation Network Solutions.