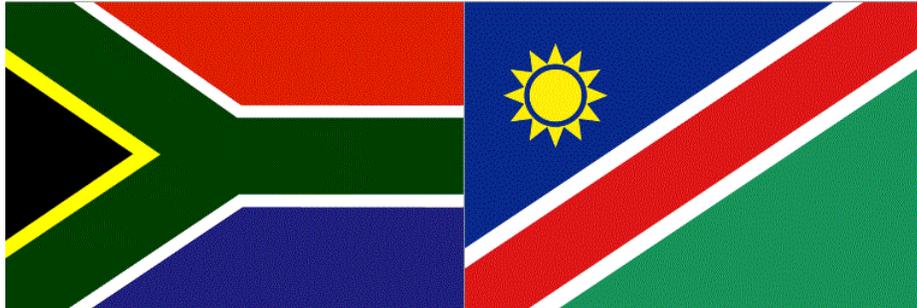


## New York State Trade Mission to SOUTH AFRICA & NAMIBIA



February 25 – March 4, 2014

*Empire State Development, with assistance from the US Small Business Administration, is sponsoring an Export Trade Mission to South Africa & Namibia to help New York State businesses promote their products or services to these markets.*

**For qualified New York State companies participating in the Export Trade Mission we can help offset the costs of:**

- Round Trip (Economy) Air Fare from NYS
- Lodging costs
- Initial Market Assessments
- Roundtable Business Briefings
- Appointment setting for on-one meetings
- Group ground transportation

### Background:

**The International Division of Empire State Development of New York is planning a trade mission to South Africa and Namibia for a multi-industry group of companies, with a focus on the green and renewable energies sectors. These two countries are key English-speaking markets and are important regional locations in the southern Africa green and renewables business.**

## Southern Africa as a Business Destination:

Southern Africa is one of the best intermediate sized markets for American firms to investigate. *South Africa's* GDP at aprox. \$400 billion (and about twice as much in Purchasing Power Parity) has been growing from 2.5% in 2012 to 2.8% this year and is expected to reach 3.3% in 2014, South Africa has a stable democracy, well managed economy, an educated workforce and a highly developed infrastructure. English is the language of business and popular entertainment.

*Namibia* is a stable democracy and a strong market in the region. GDP growth is estimated at 4% for 2012 and is viewed as an entry point for other larger and booming Southern Africa markets through its ports and well-kept roads.

South Africa and most neighboring countries have a good transparency rating and legal and administrative environments similar to the USA. These factors allow business people to transact in a culturally and administratively familiar environment.

Opportunities for NYS Companies: The region is a fast adopter of high tech imports and is seen as a particularly good market for cleantech sector products and services. These two countries imported nearly \$120m last year in Pumps, (\$92.85m)Thermostats and Air Coolers as well as over \$50m in water filtration and other waste management products. New and innovative products are generally well-received and allow US companies to compete favorably with domestic & international competition.

## Mission Program & Itinerary:

*Prior to the Mission, participating companies will be provided with complete market reports and pre-qualified lists of potential sales agents/distributors or end users for their goods or services, with whom NY State's South Africa representative office will set all appointments and meetings on behalf of participants. The group will have market briefing and orientation sessions upon arrival in South Africa and Namibia as well as welcoming receptions in each country. Our South Africa representative office will be available for help and guidance with on-the- ground logistics and support throughout.*

February 23/24:	Depart for Johannesburg; Arrive Johannesburg.
February 25-26:	Johannesburg: South Africa Business Briefing; Individual Business Meetings, Networking Reception
February 26 (PM):	Travel to Cape Town
February 27 - 28:	Company Business Meetings, Cape Town. Optional Sunset Cruise
March 1-2:	Optional Safari or leisure time. Depart for Windhoek (3/2)
March 3-4:	Namibia Business Briefing; Networking Dinner, Individual company meetings
March 4/5:	Depart for US

### **Estimated Mission Costs:**

- Company Participation Fee: \$2,000
- **R/T Coach Airfare NY-Johannesburg: \$2,000\***
- Internal flights, S. Africa: \$580
- **Lodging (10 nights): \$2,500\*\***
- Individual Company Ground Transportation (varies depending on company meeting schedule and locations) \$1,550

*To support participation in the trade mission, Empire State Development will reimburse companies for costs highlighted above for one company representative. This includes the costs of travel\* and lodging\*\*. For the participation fee, companies will receive market assessments, identification of qualified agents / distributors, meeting scheduling & appointment setting and other "on-the-ground" support.*

Here is how you can participate:

1. Complete an ESD Universal Application, the SBA Small Business Self Representation as an Eligible Small Business & the Federal Certification of Non Debarment forms, and submit to:  
Marvin Schechter ([mschechter@esd.ny.gov](mailto:mschechter@esd.ny.gov)) or Lennox Ruiz ([lruiz@esd.ny.gov](mailto:lruiz@esd.ny.gov))

Please mail original hard copies of all documents to:

Marvin Schechter/ Lennox Ruiz  
Empire State Development  
633 Third Ave -36<sup>th</sup> Floor  
New York, NY 10017

***Upon approval*** of your company application you will be asked to:

2. Pay a Participation Fee to Empire State Development: \$2,000 via check
3. Make airline reservations and submit air ticket copies to ESD. Arranged through Advantage Travel: 518-426-0052 or toll free 888-444-4240

On return – **within 30 days:**

4. Create a NYS Vendor ID at <https://portal.osc.state.ny.us/Enrollment/login>  
(Companies are encouraged to do this prior to leaving for the mission)
5. Submit receipts and a mission results form.

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### **\* Subject to the Fly America Act**

The act requires that all foreign air travel funded with Federal dollars is performed on U.S. flag air carriers. Coach accommodations should be used at all times. If a STEP grant recipient company elects to upgrade their class and agrees to pay the difference between the two fares, the difference will be calculated from the least expensive logical airfare on that particular routing as determined by the Travel Agent.

**\*\* Current maximum Federal Per Diem (Lodging) Rate for Johannesburg: \$208; Cape Town:\$315; Windhoek: \$138 (over)**

**Registration Requirements, Costs and Deadline:**

Registration will be accepted from qualified New York State small businesses, meeting SBA eligibility requirements, upon completion of application and registration forms, until **1/10/14**. Registrations may be accepted after the deadline on a space available basis.

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- Yes**, I want to participate in the New York State Export Trade Mission to Southern Africa, Feb. 25- Mar. 4.
- I am not interested** in this Mission opportunity; but would like to be contacted regarding other trade assistance.

Company: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

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[ESD Universal Export Promotion Program Application](#)

[Self Representation As An 'Eligible Small Business Concern'](#)

[Certification Regarding Debarment Suspension and Other Responsibility Matters](#)