

# South Africa and Kenya Trade Mission

Hosted by the Great Lakes and St. Lawrence Governors & Premiers  
February 13-17, 2023



Join the Great Lakes and St. Lawrence Governors & Premiers multi-sector trade mission to Johannesburg, South Africa, and Nairobi, Kenya! Benefit from customized B2B meetings to meet with prospective customers and business partners, and allow our in-market International Trade Center to save you valuable time and resources. There will be an optional group safari at your own cost.

## Why South Africa and Kenya?

- There has been significant U.S. export growth to South Africa and Kenya through May 2022, up 17% and 46% respectively.
- Michigan companies can benefit from South Africa's geographic advantages, logistics infrastructure, widespread use of English, and relatively transparent legal processes.
- Kenya is a market-based economy and the economic, commercial, financial, and logistics hub of East Africa. There is a young, growing, and educated English-speaking population with high fluency in technology.

### Top Michigan exports to South Africa include:

- Transportation equipment (up 78% from 2020 to 2021)
- Machinery (up 82%)
- Chemicals (up 50%)
- Electrical equipment (up 150%)
- Computer and electronic products (up 25%)
- Visibility in the main Medical Device Pavilion.

### Top Michigan exports to Kenya include:

- Chemicals (up 117.733% from 2020 to 2021)
- Transportation equipment (up 149%)
- Machinery (up 20%)
- Furniture and fixtures (up 113%)
- Computer and electronic products
- Kick-off conference call to understand objectives of participation, products, and perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and buyers

## Included Services

- Briefing and logistical assistance
- Group ground transportation
- Networking events
- Customized B2B matchmaking meetings preparation

## Space is limited – apply now!

- \$1,500 participation fee required by December 1, 2022
- \$500 per additional participant
- Eligible companies may receive up to 75% reimbursement for participation and travel expenses through MI-STEP. For details, visit [michiganbusiness.org/export](http://michiganbusiness.org/export)

**REGISTRATION DEADLINE  
IS DECEMBER 1, 2022**

**REGISTER NOW**



**For more information, contact**  
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