



Interested in exploring new international business markets? Look no further than the continent of Africa, where boundless opportunities for international business development wait.

Africa is home to more than one billion people — a massive potential consumer market for the rest of the world. Geographically, Florida is the closest U.S. state to Africa and our international trade infrastructure makes Florida the most logical partner for trade between Africa and the Western Hemisphere.

Enterprise Florida's Africa Trade Expansion Program provides the following services to Florida companies interested in entering or expanding in this vast market.

- **Export Counseling** – An Africa Trade Specialist along with Enterprise Florida's Representative in South Africa can provide counseling that includes assistance with market research, selecting target markets for your products or services, identifying market opportunities, and more.
- **International Trade Shows** – The facilitation and identification of international trade shows in Africa to help Florida companies showcase their products and services in these markets.
- **Target Sector Trade Show Grants** – Qualified companies can apply for a grant to help further their entry into African markets at overseas trade shows. These event-specific grants cover 50% of the cost of a trade show booth on a reimbursable basis.
- **Gold Key/Matchmaker Grants** – New or infrequent exporters can meet with pre-screened buyers, sales representatives and business partners in Africa with an interest in your company's products or services with a Gold Key/Matchmaker Service. Reimbursable grants are available to cover the entire cost of the service.
- **Educational Events** – Educational roundtables, seminars, and workshops on doing business with specific African countries.
- **Overseas Trade Missions** – Enterprise Florida will lead delegations of Florida companies and individuals to countries in Africa for one-on-one business matchmaking meetings and trade development.
- **In-Country Support** – Enterprise Florida's representative in South Africa, along with a team of trade advisers, provides an in-country, multilingual network offering agent/distributor searches, market research, and assistance with trade missions and exhibitions in the following countries: Angola, Botswana, DR Congo, Lesotho, Malawi, Mozambique, Namibia, Reunion, St. Helena, South Africa, Swaziland, Zambia, Zimbabwe, Comoros, Madagascar, Mauritius, Mayotte, Reunion, Seychelles, Ethiopia, Kenya, Rwanda, Tanzania, Uganda, and Ghana.

For more information, please contact:

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