



JOIN **SELECTFLORIDA** FOR AN **EXPORT SALES MISSION** TO **SOUTH AFRICA**

NOVEMBER 29 - DECEMBER 6, 2025

We are pleased to invite you to participate in SelectFlorida's Export Sales Mission to South Africa November 29, 2025 to December 6, 2025, with stops in Cape Town, Durban and Johannesburg. This trade mission underscores SelectFlorida's goal to support Florida exporters' entry into new markets. As the largest economy in Africa, South Africa serves as a strategic hub for Florida exporters to access markets in surrounding countries through key ports in Cape Town and Durban.

EXPORT OPPORTUNITIES

The list of industries below is not comprehensive. If your industry is not mentioned below, please [contact us](#) for a no-obligation assessment. Some of the trade opportunities for Florida companies include:

- **Agriculture Equipment:** Farm equipment and irrigation systems
- **Aviation:** MRO certification and cargo de-grouping and logistics
- **Energy:** Electric transmission and distribution equipment
- **Healthcare:** Medical devices and pharmaceuticals
- **Mining:** Drill rigs and mining processing
- **Information Technology:** Software as a Service and e-commerce software
- **Education and Training:** University partnerships and curriculum development

MISSION ITINERARY*

Saturday, November 29, 2025	Delegation arrives in Johannesburg
Monday, December 1, 2025	Commercial briefing, business matchmaking appointments
Wednesday, December 3, 2025	Business matchmaking appointments, Afternoon Departure to Cape Town
Friday, December 5, 2025	Business matchmaking appointments

*Subject to change



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OPTION 1: B2B MATCHMAKER SERVICES*

- ☐ FirstCompany Representative \$3,000*
- ☐ Additional company representative \$750

Package includes the following:

- Business Matchmaking: Florida companies participate in one-on-one appointments with pre-qualified South African companies that have expressed interest in your company's products/services. *
- Admission to all Florida mission networking events, including networking receptions
- Country briefings by U.S. Embassy officials and local partners
- Airport transfers when traveling on official mission flights
- Ground transportation to all mission events

*Matchmaker Services: Participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis.

Once SelectFlorida receives your application form, we will conduct a market assessment for your product or service. You will be notified of approval within 10 business days. Mission registration is considered complete after approval and the online registration and payment has been finalized.

OPTION 2: DELEGATE PACKAGE

- ☐ Delegate..... \$750 per person

Package includes the following:

- Admission to all Florida mission networking events, including networking receptions
- Airport transfers when traveling on official mission flights
- Ground transportation to all mission events

Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

Delegate package registration is official upon receipt of online registration and payment. SelectFlorida Grants do not apply for Delegates.

GRANTS

SelectFlorida will offer a limited number of matchmaking grants to qualified participating Florida companies that will offset a portion of the First Company Representative participation fee.

For more grant criteria visit:

<https://selectflorida.org/export-from-florida/trade-grants/>

TRAVEL ARRANGEMENTS

Estimated Accommodation Cost

Standard Single (Per night, breakfast and Wi-Fi included)	
Cape Town	US \$250
Durban	US \$300
Johannesburg	US \$250

Estimated Travel Cost

Roundtrip (Economy)	
Newark/Johannesburg & Cape Town/Newark	US \$1,923
Flight from Johannesburg to Durban	US \$90
Flight from Durban to Cape Town	US \$90

CANCELLATION

For a full refund, cancellations must be made in writing and sent to Joseph Bell (Joseph.Bell@SelectFlorida.org) by Friday, October 3, 2025.

For more information, please contact:



Joseph Bell

Director, International Trade & Development

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