



MIAMI-DADE COUNTY OFFICE OF ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE

## BUSINESS DEVELOPMENT TRADE MISSION

Cape Town, **South Africa** | Nairobi, **Kenya** | Addis Ababa, **Ethiopia**

# MARCH 22 - APRIL 4, 2019

For further information please contact: Desmond Alufohai, CMP, CGPB,  
Senior International Trade Coordinator (OEDIT) at 305-375-1254 or [alufoha@miamidade.gov](mailto:alufoha@miamidade.gov)

Supported by:



Miami-Dade County  
Economic Development  
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Dear Business Leader:

I am pleased to invite you to participate in Miami-Dade County's official Business Development Mission from March 22 – April 4, 2019, to the following cities: Cape Town, South Africa (*March 23 – 27*); Nairobi, Kenya (*March 27 – 31*) and Addis Ababa, Ethiopia (*March 31 – April 3*). The purpose of the mission is to foster and solidify trade, tourism, cultural linkages, educational and commercial ties between Miami-Dade County and the African continent. The mission is organized by the Office of Economic Development and International Trade (OEDIT), Miami-Dade County.

Africa is charting a new part towards a single continental market. According to the African Union (AU), the African Continental Free Trade Area (AfCFTA) will bring together all African countries – comprising 1.2 billion people and a combined GDP of over \$3.4 trillion – under a common market. According to the UN, Africa's population is projected to rise to 2.5 billion in 2050 and to more than 4 billion in 2100.

One out of six people on earth live in Africa. Six of the world's 12 fastest-growing economies are in Africa. The Continent is the most profitable region in the world. According to a report by the UN Conference on Trade and Development, between 2006 and 2011, Africa had the highest rate of return on inflows of Foreign Direct Investment (FDI): 11.4 percent, compared to Asia's 9.1 percent, 8.9 percent in Latin America and the Caribbean and the global average of 7.1 percent. Additionally, there are positive emerging domestic developments, such as, improvements or modest gains in transportation and infrastructure development, macroeconomic prudence, education and overall governance, the fight against corruption, safety and security, etc.

Over the past two decades, Miami-Dade County has sustained multilateral engagements with the African Continent through the efforts of the Office of Economic Development & International Trade, Miami International Airport, PortMiami and others. Miami-Dade County has Sister City engagements with the cities of Dakar and Cape Town. PortMiami has Sister Seaport relations with more than a dozen African ports and Miami International Airport has technical cooperative agreements with some African airports. In September 2018, Ethiopian Airlines launched air freight service between Addis Ababa and Miami International Airport. Also, Royal Air Maroc announced that it will commence non-stop passenger service between Casablanca and Miami International Airport in April 2019.

I am certain that this mission will be of immeasurable benefit to you, your agency or business in light of the opportunities available to South Florida businesses in Africa. I encourage you to join us on this important mission as we continue to explore and expand trade and business linkages between Miami-Dade County and Africa.

I look forward to your participation.

Sincerely,

Audrey Edmonson  
Chairwoman, Miami-Dade Board of County Commissioners



## Miami-Dade Business Development Mission (*Cape Town, Nairobi & Addis Ababa*)

### Mission Information & Registration Package

#### Tentative Mission Itinerary & Program

*Mission participants are responsible for making their own travel arrangements. For additional guidance on flights, please contact: Ms. Marion Valderrama, Protea Travel Services @ (954) 927-5558 or [Protea89@gmail.com](mailto:Protea89@gmail.com).*

**Cape Town** (March 23 – 27, 2019)

**Nairobi** (March 27 – 31, 2019)

**Addis Ababa** (March 31 – April 3, 2019)

**Friday, March 22, 2019** (*Travel Day*)

Depart Miami, Florida to Cape Town (CPT)

**Saturday, March 23** (*Travel Day*)

Arrive in **Cape Town**

**Sunday, March 24** (*Rest day in CPT*)

**Monday, March 25** (*Cape Town*)

Miami-Dade County Branding Workshop & Breakfast  
In-Country Briefing by U.S. and S. African Trade Officials

**Tuesday, March 26** (*Cape Town*)

Official meetings contd.

Facility tours and visitations

**Wednesday, March 27** (*Travel Day*) .....

Depart to **Nairobi** (NBO)

**Thursday, March 28** (*Nairobi*)

Official meetings & briefings in **Nairobi**

Facility Tours and Visitations

**Friday, March 29** (*Nairobi*)

Official meetings contd.

Miami-Dade Branding Workshop & Luncheon

**Saturday, March 30** (*Rest day in Nairobi*)

**Sunday, March 31** (*Travel Day*) .....

Depart for **Addis Ababa** (ADD)

**Monday, April 1** (*Addis Ababa*)

Official meetings & briefings in **Addis Ababa**

Facility tours and visitations

**Tuesday, April 2** (*Addis Ababa*)

G2G meetings & B2B matchmaking appointments

Miami-Dade Branding Workshop & Luncheon

**Wednesday, April 3** (*Travel Day*)

Depart For Miami, Florida

>>>> *End of Mission* <<<<

#### Best prospects & Opportunities in Kenya

Kenya has a market-based economy and is generally considered the economic, commercial, financial and logistics hub of East Africa. With the strongest industrial base in East Africa, Kenya has been successful in attracting U.S. exporters and investors. More U.S. companies are investing in Kenya and setting up local and regional operations to take advantage of Kenya's strategic location, diversified economy, entrepreneurial workforce, comprehensive air routes, and status as a regional financial center.

According to UN data, Kenya's population stood at 47.2 million people in 2016. Nairobi, the capital city is the transportation hub of Eastern and Central Africa and the largest city between Cairo and Johannesburg.

The Port of Mombasa is the most important deep-water port in the region, supplying the shipping needs of more than a dozen countries. Its urban areas, particularly Nairobi, are noted for their large number of well-educated English-speaking and multi-lingual professionals, and for their strong entrepreneurial tradition. According to the World Bank, Kenya's economy grew by 5.9% in 2016 anchored primarily on investment in public infrastructure, strong remittance inflows, low oil prices and a recovery in the tourism sector.

The World Bank's 'Ease of Doing Business Index' shows Kenya moved up 21 places in the 2017 report to position 92 globally, making it the third most improved economy in 2017. Kenya accounted for 67% of all private equity funding in East Africa.

#### Best prospects for US Companies in Kenya

- Agricultural Machinery & Chemicals
- Aviation: Aircraft & Aircraft Parts
- Community, Human & Social Services Programs (CBOs)
- Construction
- Education & Training
- Electrical Power Systems/Renewable Energy/Waste Management
- Financial Services
- Franchising
- Information & Communications Technology
- Maritime, Marine Products & Services
- Medical Equipment & Devices
- Transportation & Infrastructural Development

Source: [www.export.gov](http://www.export.gov)

### **Best Prospects & Opportunities in Ethiopia**

Ethiopia has a large domestic market of over 100 million people, making it the second most populous country in Africa after Nigeria. Over the last decade, Ethiopia has had one of the fastest growing economies in the world, with average annual growth rates ranging from 7% to 12% (depending on data sources). In 2017, Ethiopia's real Gross Domestic Product (GDP) expanded by 10.9 percent, and is expected to grow by 8.5%, according to the World Bank.

The business climate is undergoing significant changes with significant policy reforms implemented under the new leadership of Prime Minister Abiy Ahmed. Government plans to privatize leading state-owned enterprises, announced in June 2018, signal a greater openness to market based reforms and a new flexibility to policymaking.

In February 2018, Moody's reaffirmed Ethiopia's credit worthiness at 'B 1,' while S&P and Fitch maintained their original rating of 'B.' These ratings reflect Ethiopia's stable outlook and prospects for continued economic growth in the short and medium term and are on par with neighboring Kenya and Uganda.

Ethiopia's imports from the US have increased steadily throughout the past decade, representing approximately a fivefold increase from 2007 to 2017. The vast majority of Ethiopia's imports come from Asia (63%) followed by Europe (25%), Africa (4%) and the United States (8%). Imports from China accounted for 50.7%, followed by India (11.8%), USA (8%) Kuwait (7.4%), Japan (6.9 percent), and Saudi Arabia (4.7 percent).

### **Best prospects for US Companies in Ethiopia**

- Agriculture – Apiculture, Aquaculture & Horticulture
- Aviation
- Community, Human & Social Services Programs (CBOs)
- Construction
- Energy
- Information & Communications Technology
- Maritime, Marine Products & Services
- Medical Equipment & Devices

Source: [www.export.gov](http://www.export.gov)

### **Best Prospects & Opportunities in South Africa**

South Africa, a country of 55 million people, enjoys relative macroeconomic stability and a largely pro-business environment. South Africa is a logical and attractive option for U.S. companies seeking to enter the Sub-Saharan Africa marketplace. South Africa is the most advanced, diversified, and productive economy in Africa. Some parts of the country's urban areas boast well-developed infrastructure, comparable to OECD standards, but rapid urbanization has led to glaring contrasts.

The Johannesburg Stock Exchange (JSE) ranks among the top emerging market exchanges in the world. South Africa is well integrated into regional economic infrastructure as formalized by membership in the Southern African Development Community (SADC). In addition, the Southern African Customs Union (SACU) agreement with Botswana, Namibia, Lesotho, and Swaziland facilitates commercial exchanges.

Agreement (TIFA) in 2012. The United States and SACU concluded a Trade, Investment, and Development Cooperation Agreement (TIDCA) in 2008. The United States is a critical trading and technology partner for South Africa and ranks annually as South Africa's third-largest partner in two-way trade by value. Five reasons why U.S. companies should consider exporting to South Africa.

South Africa remains a must-consider country in Sub-Saharan Africa when new-to-market (NTM) companies consider location options; the logistics infrastructure, English language, and benign legal processes make this a low-entry threshold country.

### **Best prospects for US Companies in South Africa**

- Agriculture
- Automotive
- Aviation & Aerospace
- Community, Human & Social Services Programs (CBOs)
- Construction & Green Building Technologies
- Energy: Electrical Power Systems, Renewable Energy & Pollution Control
- Information & Communications Technology
- Maritime, Marine Products & Services
- Medical Equipment & Devices
- Transportation & Infrastructure Development

Source: [www.export.gov](http://www.export.gov)

**Miami-Dade Business Development Mission to Cape Town, Nairobi & Addis Ababa**  
(March 22 – April 4, 2019)

**Participant Registration Information**

*(Please detach and return completed registration form to OEDIT staff)*

**Visa Requirements & Vaccinations**

**South Africa**

U.S. citizens visiting the Republic of South Africa for ninety (90) days or less for tourism/business purposes do not need visas. Your passport/travel documents must be valid for thirty (30) or more days after the intended return date from South Africa. Your passport must contain at least two (2) unused (blank) pages labeled *Visa* when presented. One page is for affixing the visa or permit on arrival and the other page is for endorsement of entry/departure stamp by the South African Immigration. For inquiries, please visit:

[https://www.southafrica-newyork.net/homeaffairs/tourist\\_visa.htm](https://www.southafrica-newyork.net/homeaffairs/tourist_visa.htm).

**Kenya**

U.S. citizens require a visa to enter Kenya. A passport with at least two blank pages, valid for six months, a **visa** is required to enter **Kenya**. Single-entry **visas** are available upon arrival at Kenyan airports for a fee of \$50 (e-visas are also available online). For additional information, please contact: <http://www.kenyaembassydc.org/visa.html>.

**Ethiopia**

U.S. Citizens can obtain a tourist visa on arrival at the airport. Your passport must be valid for at least six months. For additional information, please visit:

<http://www.ethiopianembassy.org/ConsularServices/ConsularService.php?Page=VisaService01.htm&left=2>.

**Vaccinations**

Most African nations require proof of **Yellow Fever** vaccination. For a complete list of suggested vaccines and medicines required for each country, please visit the Center for Disease Control & Prevention's site:

[wwwnc.cdc.gov/travel/destinations/list](http://wwwnc.cdc.gov/travel/destinations/list).

**For inquiries about the mission, please contact:**

**Desmond Alufohai, CMP, CGPB**

Senior International Trade Coordinator  
Office of Economic Development & International Trade  
(OEDIT), Miami-Dade County, Florida

305-375-1254

[Alufoha@miamidade.gov](mailto:Alufoha@miamidade.gov)  
[oedit@miamidade.gov](mailto:oedit@miamidade.gov)

**Lodging (Single & Double Occupancy Rates)**

*(OEDIT staff will assist registered mission participants to facilitate the booking of their hotel accommodation).*

**Southern Sun The Cullinan Hotel (Mar 23 – 27, 2019)**

1 Cullinan Street, Cape Town City Centre  
Cape Town 8001, South Africa  
+(27) 21 415 4000

Estimated cost per person/night: \$215 x 4 = **\$860**

**Intercontinental Hotel Nairobi (Mar 27 – 31, 2019)**

City Hall Way, Nairobi, Kenya  
+(254) 20 320 0000

Estimated cost per person/night: \$185 x 4 = **\$740**

**Hilton Hotel Addis Ababa (Mar 31 – Apr 3, 2019)**

Menelik II Avenue, Addis Ababa, Ethiopia  
+ (251) 11 517 0000

Estimated cost per person/night: \$200 x 3 = **\$600**

**Total Estimated Mission Costs for three Cities**

**Air fare (Economy class) = \$2100 (MIA-CPT-NBO-ADD-MIA)**

**Lodging = \$2200 (Cape Town + Nairobi + Addis)**

**Non-Refundable Participation Fee (Choose one)**

**\$350** - Only one (1) city \_\_\_\_\_

**\$600** - Any two (2) cities \_\_\_\_\_

**\$850** - All three (3) cities \_\_\_\_\_

**Business-to-Business Matchmaking Fee \_\_\_\_\_**

B2B matchmaking appointments will be available to interested businesses in Cape Town, Nairobi & Addis. We shall provide the cost of matchmaking service when you indicate which city or cities for your B2B meetings.

**Payment Instructions**

Checks or Money Orders should be made payable to:

**"Trade Mission Center of the Americas Inc."**

Mail to: Office of Economic Development & Intl Trade  
111 NW First Street, 12<sup>th</sup> Floor, Miami, FL 33128.

**Registration Deadline**

**Wednesday, February 20, 2019**

OEDIT must receive your photo, business profile, complete registration and full payment by **Feb 20, 2019**. A **\$200** fee will be accessed for registrations received after the deadline. **Prevailing market rates will apply after the deadline for all quoted estimated costs.**

## BUSINESS DEVELOPMENT MISSION TO AFRICA

(CAPE TOWN, NAIROBI & ADDIS ABABA)

### MISSION PARTNERSHIP SPONSOR LEVELS

#### Platinum Level - \$7500

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**Four (4)** complimentary mission participants (All 3 cities)  
Recognition as prime sponsor at all mission official events including luncheon/reception  
Speaking opportunity during Miami-Dade branding workshop  
Sponsor remarks during networking events  
Corporate logo on all mission materials  
Full-page ad in mission briefing booklet

#### Gold Level - \$5500

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**Three (3)** complimentary mission participants (All 3 cities)  
Recognition as sponsor at all mission official events including luncheon/receptions  
Speaking opportunity during Miami-Dade branding workshop  
Corporate logo on all mission materials  
Full-page ad in mission briefing booklet

#### Silver Level - \$3500

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**Two (2)** complimentary mission participants (All 3 cities)  
Recognition as sponsor at all mission official events including luncheon/receptions  
Speaking opportunity during Miami-Dade branding workshop  
Corporate logo on all mission materials  
Full-page ad in mission briefing booklet

#### Standard Level - \$2000

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**One (1)** complimentary mission participant (All 3 cities)  
Corporate logo on all mission materials  
Recognition as sponsor at all mission official events including luncheon/receptions  
Full-page ad in mission briefing booklet

#### Participation Fee per Person

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☐ \$350 – one city only   ☐ \$600 – any two cities   ☐ \$850 – All three cities

Please make check or money order, payable to:

***“Trade Mission Center of the Americas, Inc.”***

Mailing Instructions: C/o Manny Gonzalez  
Office of Economic Development & International Trade  
111 NW 1<sup>st</sup> Street, 12<sup>th</sup> Floor, Miami, FL 33128  
Tel: (305) 375 1254