



# VIRTUAL BUSINESS MATCHMAKING SERVICE

## SOUTH AFRICA, KENYA, TANZANIA

Since 1996, Enterprise Florida's (EFI) International Trade & Development Division has been a strong advocate for business growth through market diversification. We help Florida-based businesses enter and succeed in foreign markets. Enterprise Florida's South Africa office (EFI SA) and its trade associates based in Kenya and Tanzania are supporting Florida companies with all aspects of trade, from market entry and business development to linkages with private sector and government.

Enterprise Florida now offers Virtual Business Matchmaking (VBM) in Southern Africa, Kenya, and Tanzania to help companies extend their global footprint. Trade grants cover the full cost of the service for eligible companies.

### SOUTH AFRICA AS A GATEWAY

South Africa (SA) is a good entryway into the Sub-Saharan Africa marketplace. SA is well integrated into regional economic infrastructures and is the most advanced, diversified, and productive economy in Africa. Widespread use of English, relatively transparent legal processes and a modern business management environment make it a low-entry-threshold country.

Aviation • Automotive • Agricultural Equipment • Clean Tech • Life Sciences • Construction • Renewable Energy • Information Technology

### VIRTUAL BUSINESS MATCHMAKING SERVICE



#### Advantages

- YOU pick desired meeting partners from a long list of suitable, qualified companies resulting from a thorough distributor/agent/ VAR search
- No need to travel
- Scheduling flexibility
- A minimum of five (5) virtual meetings with suitable partners
- Translation service included



#### Results

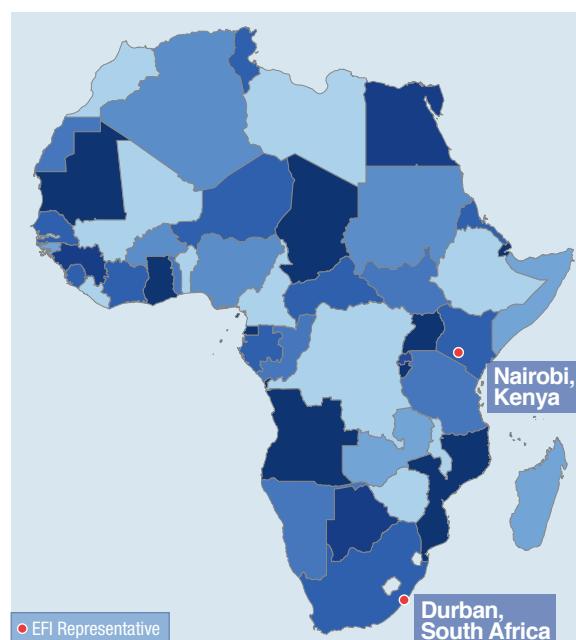
The VBM delivers virtual introductions via teleconference or video conference of five (5) interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.



#### Costs: \$1,000 per country, \$2500 for three (or \$0 with trade grant)\*

For eligible small businesses, Enterprise Florida's trade grant will cover the full cost of the VBM on a reimbursement basis, making the service completely free.

\*Eligibility criteria apply.



**Abigail Ellary**  
Director  
EFI South Africa

Enterprise Florida staff is standing by, ready to assist with your questions about the **Virtual Business Matchmaking Service**.



**Andrea Moore**  
VBM Program Manager  
[amoore@enterpriseflorida.com](mailto:amoore@enterpriseflorida.com)  
850.469.8989 (office)  
850.469.8989 (cell)

**Joseph Bell**  
Africa Specialist  
[jbell@enterpriseflorida.com](mailto:jbell@enterpriseflorida.com)  
813.276.9430 (office)  
305.240.9717 (cell)

