



# Focused Trade Mission to South Africa and Kenya for Ingredient Products

Nairobi, Kenya & Johannesburg, South Africa

August 4-8, 2025

Register Today!

Price increases to \$625 after April 4



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<https://www.foodexport.org/events/market-entry/focused-trade-missions/g25asg/>



\$425

EARLY BIRD PRICE

## ABOUT THE MARKET

South Africa and Kenya present numerous opportunities, which include the region's digital economy, green economy, natural resources, consumption potential and improving value chains. Their large, young, and growing urban population will supplement the region's labor force and will help it capitalize on its large demographic dividend.

## MISSION ITINERARY:

- **Saturday, August 2, 2025:** Arrive in Johannesburg, South Africa
- **Sunday, August 3, 2025:** Introductions & Store Tour
- **Monday, August 4, 2025:** Orientation Seminar and One-on-One Meetings
- **Tuesday, August 5, 2025:** One-on-One Meetings
- **Wednesday, August 6, 2025:** Travel to Nairobi, Kenya
- **Thursday, August 7, 2025:** Orientation Seminar & One-on-One Meetings
- **Friday, August 8, 2025:** One-on-One Meetings and Store Tour
- **Saturday, August 9, 2025:** Travel Home

*Schedule is subject to change.*

## PRODUCTS OF INTEREST:

- Food Preparation Ingredients
- Value-Added Feed Ingredients

### WE'RE HERE TO HELP!

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