



Scottish Council for
Development and Industry

Financially Supported By



SCDI TRADE VISIT TO SOUTH AFRICA 14 – 18 FEBRUARY 2011

Financial Assistance Package: £550

**Cut-off for Applications: Friday 3 December
2010**



In Partnership with



www.uktradeinvest.gov.uk

SCDI TRADE VISIT TO SOUTH AFRICA

14 – 18 February 2011

South Africa is an ideal market for Scottish businesses looking to expand their international activities with similar financial and legal systems in place and a familiar business culture.

Despite only covering 3% of the African continent, South Africa accounts for a massive 40% of all industrial output and 25% of GDP. It is also the most sophisticated free market economy in Africa.

The UK remains one of South Africa's key foreign direct investors. South Africa is 4th on the list of key emerging markets for global investors, with a wealth of opportunities for UK expertise across almost every sector of the economy, including access to the rest of Africa's 300+ million customers.

The UK is in South Africa's 'Premier League' of trading partners, with an annual bilateral relationship over £8bn, set to double following challenging targets set by Ministers during President Jacob Zuma's State Visit to the UK earlier this year.

The economic downturn in developed markets is fuelling further investment in and trade with emerging markets. The growth of these emerging and high growth economies will continue to boost global demand and provide new sources of wealth. Scotland is strongly placed to take advantage of this on the back of our free market openness and global expertise.

SCDI will be working in close partnership with the UK Trade & Investment and Scottish Development International to identify opportunities for your business in this exciting and dynamic market.

VISIT PROGRAMME

Monday 14 – Friday 18 February 2011

As part of the trade delegation, you are required to attend the following events on **Monday 14 February, Johannesburg:**

Trade visit briefing (am)
UK Trade & Investment Conference Centre
Johannesburg

Evening networking reception at
UK Trade & Investment Conference Centre (pm)

UK Trade & Investment will organise a networking business reception with relevant contacts for the trade delegation. Scottish delegates will be able to invite potential and/or existing contacts to the event.

Wednesday 16 February 2011

Group Transfer to Cape Town

Please note there is no additional itinerary for the visit. **You are responsible for arranging your own appointments** based around your business objectives and are entirely free to include the visit in a wider itinerary if you wish. There is flexibility to remain in Johannesburg, travel to Cape Town mid week or visit another city in South Africa.

ASSISTANCE WITH APPOINTMENT/ CONTACT MAKING

Should you require assistance with bespoke research into the opportunities for your product in the South African market or with arranging a programme of calls/meetings while in South Africa, it is **strongly recommended** that you utilise the export support services (OMIS Service) available via Scottish Development International. If you intend to use these services you are advised to complete and return the Application Form promptly as at least 8 weeks' notice is required for market research. Please note there is a charge for this service. For further information on this service please ask Amy – amy.burnett@scdi.org.uk or call 0141 352 8546

FINANCIAL ASSISTANCE

Ten grants of £550 are available for SMEs that are new exporters to this market, to companies that have no previous exports to the market within 12 months, to companies whose turnover from exports is less than 25% of total turnover, and who do not have existing representation in the market. This funding is provided by UK Trade & Investment via Scottish Development International. **Please note we are unable to confirm places or eligibility for the financial assistance until a few days after the cut off date.**

All companies will be asked to complete a short post-visit questionnaire.

TRAVEL AND ACCOMMODATION

We recommend that you coordinate your own travel arrangements to South Africa. There are various options for flights to South Africa (incl Emirates, Lufthansa, British Airways, Virgin Atlantic, BMI, KLM, Air France) with economy class tickets starting at circa £550 and circa £2000 for business class.

SCDI will co-ordinate all accommodation details and further information on hotel prices will be provided on application. To benefit from the group networking activities and business networking it is strongly advised that you stay at the group hotels.

HOW TO APPLY

Please email Amy amy.burnett@scdi.org.uk or call 0141 352 8546 requesting an application form. There is no administration charge for participating on this mission.

The closing date for applying for the visit is Friday 3 December 2010. Late applications may be accepted but will not qualify for the grant of £550 or commercial assistance.

FURTHER INFORMATION

The following websites contain excellent information on the South African market:

<http://www.ukti.gov.uk/export/countries/africa/southernafrica/southafrica.html>

<http://www.ukti.gov.uk/export/countries/africa/southernafrica/southafrica/doingbusiness.html>

http://news.bbc.co.uk/1/hi/world/africa/country_profiles/1071886.stm

<http://www.economist.com/countries/SouthAfrica/?CFID=70676672&CFTOKEN=27121761>

Travel advice can be found on the British High Commission website –

www.ukinsouthafrica.fco.gov.uk

We look forward to working with you on this project.