



Focused Trade Mission to South Africa and Kenya for Ingredient Products

Nairobi, Kenya & Johannesburg, South Africa

August 3-8, 2025

Register Today!

Price increases to \$625 after April 4



Scan QR code for full list of services

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

WE'RE HERE TO HELP!

Food Export-Midwest

Cindy Curtis IA, IN, MI, MO, OK
312.334.9229, ccurtis@foodexport.org

Daniel Griffith KS, MN, SD, WI
312.334.9217, dgriffith@foodexport.org

Matthew Lorenz IL, NE, ND, OH
312.334.9225, mlorenz@foodexport.org

Food Export-Northeast

Deborah Ingravallo NH, NJ, PA
215.599.9747, dingravallo@foodexport.org

Grant Behmke CT, ME, MA, RI, VT
215.599.9753, gbehmke@foodexport.org

Logan Zweifel DE, NY
215.599.9748, lzweifel@foodexport.org

\$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

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export-Midwest and Food Export-Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export-Midwest and Food Export-Northeast are equal opportunity employers and providers. Food Export Midwest and Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export reserves the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.