NAITA
North Alabama International Trade Association
25 Years - Going Global!

The COMMERCIAL SERVICE
United States of America
Department of Commerce

Exploring Alabama Opportunities in South Africa

Tuesday • April 22, 2008 • Registration: 8:45 a.m.
Program: 9:00 – 11:00 a.m. at the Chamber of Commerce of Huntsville/Madison County

NAITA and the Birmingham Export Assistance Center welcome **Luisa D. Santos, Senior Commercial Specialist, U.S. Commercial Service in Johannesburg**. Ms. Santos will present firsthand information on doing business in South Africa and export opportunities for Alabama companies. Why South Africa? South Africa's population is over 44 million people. It has a strong pro-business regulatory environment and a strong infrastructure network. It is the most advanced economy on the African continent with characteristics similar to those in developed countries. South Africa's service sector is well established and its industrial sector is growing. Studies show that South African demand is greatest for electrical power systems, telecommunications equipment and services, airport/ground security, automotive parts and services, transportation, infrastructure, civil construction, franchising, environmental technology/pollution control, medical equipment, mining technology, safety/security equipment, and sporting goods.

Ms. Santos specializes in the following industries for the U.S. Department of Commerce: Artwork, Audio/Visual Equipment, Business Equipment, Consumer Electronics, Cosmetics/Toiletries, Films/Videos, Furniture, General Consumer Goods, Giftware, Household Consumer Goods, Jewelry, Photographic Equipment, Printing/Graphic Arts Equipment, Telecommunications Equipment and Services, and Travel/Tourism Services.

Nelda Segars, Sr. International Trade Specialist, U.S. Department of Commerce in Birmingham, will provide an overview of U.S. Government services available to assist American exporters. Information will also be provided on the Export Alabama Alliance Trade Mission to the Republic of South Africa, August 15-23. The purpose of this mission is to provide Alabama companies and organizations with an opportunity to assess and explore specific business prospects and to promote Alabama as a world-class business center. Business representatives and government officials will have the chance to establish relationships and facilitate closer commercial ties with this dynamic economy.

BRIEFING RESERVATION FORM- *South Africa*

April 22, 2008 • Chamber of Commerce • 225 Church Street • Reservations are requested.
FREE for NAITA Members • $10.00 for Non-Members ____PAYMENT ENCLOSED $____AMOUNT

NAME _____ TITLE_____

COMPANY_____ PHONE_____ FAX _____

ADDRESS_____ email_____

CITY _____ STATE_____ ZIP_____

Payment must be made in advance or at the door. **Return this form with a check made payable to: NAITA • P.O. Box 2457 • Huntsville, AL 35804 • Fax info to: 256.532.3704 or email: rsvp@naita.org.**

Reservations and cancellations must be received by April 21, 2008. If you are unable to attend, a substitute may be sent.
Questions? Contact NAITA at 256.532.3505 or ***naita@naita.org***.