



For Immediate Release
March 23, 2015

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2015 World Trade Conference Comes to South Alabama Next Month

Conference Fast Facts:

Who: Gulf Coast Trade Alliance

When: April 21-22

Where: Grand Hotel Marriott Resort, Golf Club & Spa, Point Clear

Cost: \$225

Why: South Africa & Sub-Saharan Africa are ripe with opportunity. The conference will offer perspectives on entering the African market, interactive panel sessions, and one-on-one counseling sessions.

Program: Sessions depict economic opportunities in agriculture, utilities, telecommunications, mining, safety & security, oil & gas, transportation and infrastructure.

Register:
www.mobilechamber.com/internationaltrade or call Christina Stimpson at 251-431-8648

This year's World Trade Conference will be held April 21-22 in Point Clear at the Grand Hotel Marriott Resort, Golf Club & Spa. Presented by the Gulf Coast Trade Alliance, a four-state alliance between government and nonprofit business organizations from Alabama, Northwest Florida, Louisiana and Mississippi, the annual event draws regional attendance.

The Mobile Area Chamber is coordinating the effort and is dedicating sessions to how Gulf Coast companies can tap into South Africa & Sub-Saharan African markets.

Africa is home to seven of the world's fastest growing economies and its middle class growth makes it "time to establish a foothold" through exports and investing, according to a U.S. Census Bureau report.

"While Africa's sheer size demands attention, it's the market growth opportunities that you should be considering," says Christina Stimpson, the Chamber's director of international trade. According to the U.S. Department of Commerce, since 2000, sub-Saharan Africa has experienced consumer spending growth of 4 percent per year, expected to reach \$1 trillion in 2020.

Among the high-profile speakers are the newly appointed Ambassador of South Africa to the United States of America, His Excellency Mninwa J. Mahlangu.

National and international speakers will address topics including market entry strategies, risk mitigation, emerging market opportunities and separating fact from fiction.

“This is a unique opportunity to have high-level government officials and locally engaged staff to be speaking and counseling at the conference,” says Stimpson.

She identifies potential participants with the most to gain as a manufacturer or service exporter with a current or future market potential in Africa. “This workshop will help them determine if Africa will be a plausible and profitable market for their product or service and be counseled on next steps for market entry,” she adds.

In addition, Gulf Coast companies will have access to one-on-one appointments with commercial specialists who are currently serving African markets to gain market insight, address specific business issues and determine actionable steps they can take to enter into Africa. Due to high demand, appointments will be made on a first come, first serve basis. To schedule your appointment with Brent Omdahl, Deputy Senior Commercial Officer – Johannesburg, U.S. Commercial Service; Chamberlain Eke, Senior Commercial Specialist, US Mission Nigeria; and/or David Newton, Economic and Commercial Officer, U.S. Embassy – Lomé, contact Stimpson at cstimpson@mobilechamber.com or 251-431-8648

Schedule attached.

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