



**Kentucky World Trade Center**  
In partnership with the  
**U.S. Department of Commerce**



*Present*

## **Mining Technology Trade Mission to South Africa**

**October 23-November 1, 2009**

**Cape Town, Johannesburg and Mpumalanga / KwaZulu-Natal Province**

### **MISSION OBJECTIVE**

South Africa is the world's second-largest coal exporter after Australia. Its mining industry is well-developed and sophisticated. It is also the mining technology and services hub for mining operations in most African countries. This trade mission will allow delegates to learn about South Africa's dynamic and growing coal and other mining sectors; gain an understanding of the opportunities that exist in the (South) African market for U.S. companies; and discover successful market entry strategies and develop business with the right South African partners to typically cover many sub-Saharan Africa mining activities. Delegation members will have the option of attending the International Coal Science and Technology Conference in Cape Town, where they will meet coal industry leaders from around the world.

### **MISSION ITINERARY**

Fri 10/23 Depart from the US ♦ Sat 10/24 Arrive Cape Town ♦ Sun 10/25 Free time/city tour ♦ Mon 10/26 International Coal Science and technology Conference, fly to Johannesburg in the evening ♦ Tue 10/27 Group Business meetings ♦ Wed 10/28 One on one match making meetings or group meetings through Gold Key Service ♦ Thurs 10/29 Independent follow-up meetings or tour coal terminal in Richards Bay ♦ Fri 10/30 Tour an operational coal mine in Mpumalanga ♦ Sat 10/31 Safari tour ♦ 11/01 Return to the US

### **ABOUT THE ORGANIZERS**

The Kentucky World Trade Center (KWTC) is a non-profit organization whose mission is to help companies conduct business worldwide. In the last several years the KWTC has organized many overseas trade missions. With its association of 330 World Trade Centers around the world, the KWTC has extensive contacts with foreign government officials and business leaders in the coal industry and is experienced in arranging successful business meetings and travel itineraries.

With its network of offices across the United States and in more than 80 Countries, the U.S. Commercial Service of the U.S. Department of Commerce utilizes its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. The Gold Key Service is custom-tailored to introduce U.S. exporters to potential distributors or end-users.

Trade mission organizers will arrange pre-screened, private matchmaking meetings through the Gold Key Service; a group hospitality event in Johannesburg, an optional mine tour/ or an aircraft return trip for a day visit to RBCT on the Indian Ocean, hotel and transportation in South Africa and flights to/and in South Africa.

### **ADDITIONAL INFORMATION**

For more information on the South Africa Coal Trade Mission, please contact Ying Juan Rogers at [yingjuan@kwtc.org](mailto:yingjuan@kwtc.org) or 859-258-3139.