



JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO
SENEGAL | FEBRUARY 6-9, 2023



AN INVITATION FROM TJ VILLAMIL



Dear International Business Leader:

As we further expand our state's ties to the African continent, I am pleased to invite your participation in Enterprise Florida's Export Sales Mission to Senegal, from February 6-9, 2023.

This country of nearly 18 million people is distinguished by a solid democracy, robust institutions, and sets an example of ethnic and religious tolerance for the continent. The U. S. collaborates with Senegal to advance security and peace in Africa and shares many fundamental principles and global objectives with the United States. Since gaining independence in 1960, Senegal has remained one of the most stable nations in all of Africa.

Senegal's economy grew by an average of 6% annually prior to the COVID-19 pandemic and, driven by a robust industrial production and services sector, their Gross Domestic Product is projected to increase by another 5% in 2022. The industrial and service sectors of its economy are among the most developed in West Africa making it especially attractive to Florida companies looking to diversify their overseas business in a stable and growing market. Senegal is the African continent's westernmost point and has historically served as the gateway to West Africa and the Economic Community of West African States – a market of nearly 400 million people. Florida companies will find that doing business in Senegal will give them easier access to even more markets.

Exports from the United States to Senegal reached \$382 million in 2021, a 35 percent increase over the previous year and Florida seeks to gain a larger share of that market. Senegal is eligible for trade preferences under the African Growth and Opportunity Act and the United States and Senegal have a bilateral investment treaty. The United States also has a trade and investment framework agreement with the Economic Community of West African States of which Senegal is a member. The country is a signatory to the African Continental Free Trade Area, which is the largest free trade pact after the World Trade Organization and promises to cover a market of over 1.3 billion customers and an estimated \$3 trillion in combined GDP. These agreements help stabilize economies in the entire region, making them ever-more attractive for Florida companies to do business there.

Enterprise Florida is collaborating with the U.S. Embassy in Dakar to coordinate the mission and facilitate one-on-one business meetings for the Florida participants. Additionally, mission participants will have the opportunity to participate in networking events with representatives from both business and government. This Enterprise Florida Export Sales Mission will provide you with excellent opportunities to initiate or expand your business profile in Senegal and the West African regional market.

I encourage you to join EFI on this important mission as we continue the work of creating jobs in Florida through the promotion of international trade.

Sincerely,

TJ Villamil
Senior Vice President, International Trade & Development
Enterprise Florida

MISSION ITINERARY*

Monday, February 6	<ul style="list-style-type: none">• Delegation departs Florida• Transfer to hotel for check-in• Welcome reception
Tuesday, February 7	<ul style="list-style-type: none">• Country Commercial Breakfast Briefing by the U.S. Embassy staff• All day: Gold Key one-on-one appointments
Wednesday, February 8	<ul style="list-style-type: none">• All day: Gold Key one-on-one appointments• Networking reception hosted by the U.S. Ambassador
Thursday, February 9	<ul style="list-style-type: none">• Delegation returns to Florida

*Subject to Change



BEST EXPORT OPPORTUNITIES

THE INDUSTRY SECTORS LISTED BELOW PROVIDE THE BEST OPPORTUNITIES FOR EXPORTS FROM THE UNITED STATES TO SENEGAL. THERE ARE MANY OPPORTUNITIES THAT MAY NOT BE EXPLICITLY LISTED. IF YOUR INDUSTRY IS NOT MENTIONED BELOW, PLEASE CONTACT US FOR A NO-OBLIGATION ASSESSMENT.

ENERGY

- Renewable Energy Solutions
- Smart Grid Solutions
- Transmission Equipment
- Energy Efficiency Solutions
- Surveillance Equipment
- New Plant Equipment & Systems
- Gas-to-Power Technologies

AGRICULTURE

- Aquaculture Equipment
- Tractors & Farming Equipment
- Irrigation Systems
- Processing & Packaging Technology
- Warehousing & Storage Facilities
- Post-harvest Handling Systems
- New Plant Equipment & Systems

CONSTRUCTION

- New Infrastructure Development
- Construction Equipment
- Affordable Housing Development
- Engineering & Construction Services

HEALTHCARE

- Hospital & Clinic Development
- Diagnostic Imaging Equipment
- X-Ray & Scanning Equipment
- Pharmaceuticals & Cosmetics
- ICU Monitoring Equipment
- Laboratory & Scientific Equipment
- eHealth Systems

EDUCATION

- Tertiary & Vocational
- e-Learning
- Training

INFORMATION TECHNOLOGY

- Cable & Mobile Services
- Digital Health
- Biometric Data
- FinTech
- Mobile Payment Systems

OIL & GAS

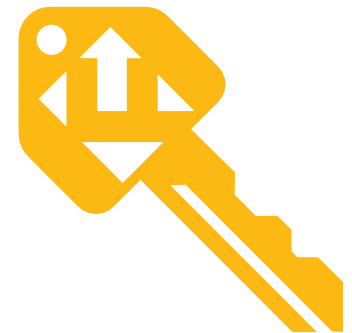
- Offshore Transportation Services
- Pipeline Design & Construction
- Maritime Dredging
- Inspection & Testing
- Waste Management
- Mobile Payment Systems



U.S. COMMERCIAL SERVICE IN SENEGAL

AS PART OF EFI'S GOLD KEY PACKAGE, PARTICIPANTS WILL HAVE THE OPPORTUNITY TO TAKE ADVANTAGE OF THE UNPARALLELED TRADE FACILITATION SERVICES PROVIDED BY THE U.S. COMMERCIAL SERVICE (USCS) IN SENEGAL. THE USCS WILL COORDINATE ALL ONE-ON-ONE GOLD KEY APPOINTMENTS. THE USCS OFFERS A VARIETY OF PRODUCTS AND SERVICES DESIGNED TO FACILITATE U.S. EXPORTS.

GOLD KEY PACKAGE





WAYS TO PARTICIPATE:

OPTION 1: GOLD KEY PACKAGE* – 2 DAYS

Primary Company Representative \$1,300*
(Limited to 15 companies, fee does not include interpretation service.)

Additional company representative \$500
(non-refundable)

Package includes the following:

- Customized counseling on market entry/expansion strategy
- Pre-screened one-on-one matchmaking appointments
- Country briefing by U.S. Embassy officials
- Ground transportation and admission to all mission events
- Benefit from networking events and meeting contacts outside of the scheduled one-on-one matchmaking appointments

***GOLD KEY PARTICIPATION** will be limited to Florida manufacturers and professional service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

Once Enterprise Florida receives your application form, USCS officers in Dakar will assess your product or service. You will be notified of approval within approximately 10 business days

GRANTS

EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments for participating Florida companies. The price of this service is \$1,300. However, small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will be charged a non-reimbursable \$500 fee.

Estimated Accommodation Costs

Hotel in Dakar, Senegal
Standard Single.....US \$240
(per night, plus tax), including breakfast and Wi-Fi

Cancellations

Cancellations prior to **December 9, 2022**, must be made in writing and sent to Joseph Bell at jbell@enterpriseflorida.com. **No VERBAL cancellations** will be accepted. For a full refund, cancellations must be received by **December 9, 2022**.

MISSION REGISTRATION: (305) 240.9717

GOLD KEY REGISTRATION DEADLINE: FRIDAY, DECEMBER 1, 2022

For registration forms, contact Joseph Bell: jbell@enterpriseflorida.com.

Registration will not be considered final until ALL event & travel registration forms and payment have been received.



