



Envoy Service - Southern Africa

South Africa is the anchor economy of southern Africa, and many of your potential counterpart companies have excellent reach into other African or Indian Ocean Rim region markets. US exports to South Africa grew 25% to \$5.5 billion last year, making it a premier emerging market that cannot be ignored by globally savvy Pennsylvania firms. Working with the Pennsylvania Envoy Representative in Southern Africa allows you the confidence to move ahead with limited risk in one of the world's key emerging markets.

Our offices, located in Johannesburg and Durban, South Africa and in Port Louis, Mauritius are well situated to assisting Pennsylvania firms to enter this important regional market. With more than ten years of experience in reaching new markets for Pennsylvania firms, our group is well qualified to assist you in reaching your goals.



Envoy assists companies that want a presence in the market but do not want complicated distributor or service commitments. Staff at our firm remain contracted with us, and most overheads are covered in one simple agreement.

Envoy Provides:

- 1) **Professionalism** – working with a knowledgeable regional partner;
- 2) **Low cost entry** – costs are scaled to your immediate requirements;
- 3) **Low risk** – your involvement in the market is scaled to your requirements. Your commitment is limited to an annual or project contract with your Envoy representative, freeing your firm from complex contracts with companies or employees;
- 4) **Market access and control** – the personnel and time allocated for your project belongs uniquely to you.

Cost Estimates:

Envoy provides for a scaled market intervention, these figures are guides to office overheads and allocated staff time. Your requirements will depend on the level of expertise required in your plan:

- ¼ time: \$10,000 - \$25,000 per year.
- ½ time: \$20,000 - \$50,000 per year
- Full time: \$40,000 - \$90,000 per year

Short-term and project based agreements can be arranged to meet your specific requirements – please be in touch to initiate discussions.



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