

7th Niedersachsen Foreign Trade Forum “South Africa”

South Africa today is one of the world's most promising threshold countries; its combination of well-developed business infrastructures and a growing domestic economy is attracting global attention both as a trading partner and as an investment location. South Africa is the primary economic force on the African continent; as one of the world's largest raw materials exporters, the World Bank's 'Doing Business' report awards the country the second-highest rating of all African states and 32nd place worldwide. In 2010 the Cape republic is the first African country to stage a football world championship. German companies with their know-how and innovative technologies were strongly involved in preparations for this major sporting event – how will it change South Africa, and what opportunities present themselves for German enterprises during and after the World Cup? The seventh Niedersachsen Foreign Trade Day offers South Africa a forum to address these questions and present its economic strengths.

Eminent speakers from South Africa and Germany will give their views on the current economic and political situation, consider the risks and opportunities it presents, and shed light on business possibilities for SMEs in South Africa today.

Date: Tuesday 20 April 2010
Venue: Hannover Messe, Global Business & Markets,
Hall 27, GBM Dome 1, Booth A06
Fee: 70,-€