



August 24, 2010

**Mr. Alexander L. Flores**  
President  
**Paranaque Chamber of Commerce and Industry**  
G/F Paranaque City Hall  
Paranaque City  
Telefax: 8261881

Dear Mr. Flores:

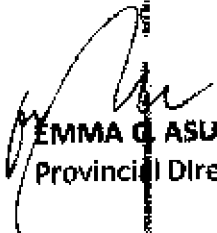
The Bureau of Export Trade Promotion (BETP) is organizing an **Outbound Business Matching Mission to South Africa on September 18-30, 2010**. The mission will be multi-sectoral and is open to exporters of food ( e.g. canned tuna, dried mangoes, fruit juices, sauces and condiments, fresh and processed bananas and pineapple), automotive parts, skin care products, non-leather and sporty footwear, furniture and furnishings, electronic components, handicrafts, Christmas décor, garments, and activated carbon.

South Africa is considered as the gateway to the Sub-Saharan and African markets with a consumer base of 200 million. It offers one of the most sophisticated and promising emerging markets, with a combination of highly developed infrastructure and a vibrant market economy. The mission will cover a one-on-one business talks with prospective buyers, distributors, retailers, and members of business chambers, a visit to the Good Food and Wine Show (similar to RP's F&EX), as well as a visit to stores, supermarkets, and companies. Attached for your reference is additional information on the mission.

In this regard, we would like to request that this information be disseminated to your members. For additional inquiries, you may call Director Senen Perlada of BETP at telephone numbers 896-3668 or 8954430. You may also wish to send an email at [smperlada@dti.gov.ph](mailto:smperlada@dti.gov.ph)

Thank you very much.

Very truly yours,

  
**EMMA C. ASUSANO**  
Provincial Director, Area I

## OUTBOUND BUSINESS MATCHING MISSION TO SOUTH AFRICA

### Philippine Trade Balance with South Africa

2009 Total Exports to S. Africa: US\$ 92 Million  
 2009 Total Imports from S. Africa: US\$ 62 Million  
 Trade Balance US\$ 30 Million

### Major Exports to S. Africa

- Motor vehicle parts & accessories US\$ 26.52 M (28.83%)
- Powdered milk & cream (10.69%)
- Organic surface-active agents (5.76%)
- UPS Electrical transformers (4.96%)
- Rubber & wiring harness for motor vehicles (3.22%)

### Major Imports from S. Africa

- Copper ores & concentrates (23.04%)
- Maize (corn) & Seeds (10.70%)
- Unrefined copper (10.55%)
- Products of Iron (3.86%)
- Tobacco (3.22%)

### Cost of Shipping to S. Africa (Manila-Johannesburg/port to port)

- 20 footer container (ocean freight) US\$1,850.00
- 40 footer (ocean freight) US\$3,650.00

### Air-fare/Hotel rates (Mission Participants)

- Manila - HK- S. Africa US\$1,257 (all in, inclusive of taxes)
- Single/Double occupancy (w/ breakfast) - US\$ 342/night (5 star hotel) or US\$200/night (non-5 star)
- Visa fee of P3000 is waived for all participants