



Wood Species Outbound Trade Mission to South Africa

Johannesburg and Cape Town
July 21-25, 2025

South Africa presents a significant and growing market for U.S. wood species exports. With its well-established furniture, construction, and interior design industries, the country offers numerous opportunities for U.S. suppliers of high-quality wood species. The country’s strategic position as a trade hub for the Southern African region, combined with a strong demand for durable and sustainable wood species, makes South Africa an attractive destination for U.S. wood species exporters. The top prospects for U.S. wood species exports to South Africa include:

- Wood Species for Furniture Manufacturing: High-quality wood species for cabinetry, fine furniture, and joinery.
- Wood Species for Construction: Durable timber for flooring, decking, and structural applications.
- Wood Species for Interior Design: Exotic and specialty woods for luxury interiors, paneling, and decorative applications.
- Sustainable & Certified Wood Products: Eco-friendly and FSC-certified wood species catering to South Africa’s growing sustainability-conscious market.

This Outbound Trade Mission offers a unique opportunity for U.S. exporters to visit two cities, Johannesburg and Cape Town, and gain direct exposure to the local market while engaging with key stakeholders in the woodworking, construction, and design industries. Both seasoned exporters and new-to-market companies can utilize this mission to establish strong connections and explore South Africa’s growing demand for premium wood products. Select B2B meetings will be held at buyers’ premises, allowing U.S. suppliers to observe operations and gain deeper insights into South Africa’s business environment

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before March 7, 2025)

Fee Includes:

- Pre-arranged one-on-one meetings with importers, distributors, and manufacturers
- Market briefing and site visit to commercial lumber yard
- In-country transportation to meeting locations including transportation from Johannesburg to Cape Town
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*

**Participants must participate in all mission activities to be eligible for lodging reimbursement*

Registration Deadline: April 30, 2025 (No refunds for cancellation after this date)

Industry Focus: Wood Species, Sustainable & certified Wood Products

Product Description: High-quality wood species for cabinetry, fine furniture, and joinery, Durable timber for flooring, decking, and structural applications, Exotic and specialty woods for luxury interiors, paneling, and decorative applications

Activity Managers

North Carolina Dept. of Agriculture & Consumer Services	Mississippi Department of Agriculture & Commerce	South Carolina Forestry Commission
Michelle Wang International Marketing Specialist of Forest Products (919)707-3141 michelle.wang@ncagr.gov	Susan Head Lawrence Marketing Specialist (601) 213-7542 Susan@mdac.ms.gov	John Barlow Marketing Specialist (803) 869-8833 JBarlow@scfc.gov

If you have a question about an event, feel free to contact us at events@susta.org

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Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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