



CALENDAR NOTICE FOR IMMEDIATE RELEASE



Atlanta Trade Event November 5-6, 2014 Boost Business through Exports

Businesses can boost their bottom line through exports!

Find out how at ***DISCOVER GLOBAL MARKETS: Sub-Saharan Africa***, November 5-6, 2014, at the Atlanta Marriott Buckhead Hotel & Conference Center in Atlanta, Georgia.

Last year, consumers in Sub-Saharan Africa bought \$24 billion worth of U.S. products, including key Georgia exports such as transportation equipment, food manufacturing equipment, machinery, paper products and chemicals, etc. As the second-fastest growing region in the world, Sub-Saharan Africa is outpacing global average growth largely due to its growing middle class, rising purchasing power, and improved governance—and it boasts seven of the world’s fastest growing markets. To help U.S. businesses take advantage of export growth opportunities in these and other markets, the U.S. Department of Commerce’s U.S. Commercial Service is offering the ***DISCOVER GLOBAL MARKETS: Sub-Saharan Africa*** business conference to be held Nov. 5-6, 2014, in Atlanta.

Registrants can sign up to meet one-on-one with U.S. commercial diplomats visiting from Angola, Cameroon, Cote d’Ivoire, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa and Tanzania. Businesses also will benefit from the latest market intelligence and extensive networking opportunities with industry professionals and high-level government officials who will offer insights on the region during numerous market and industry exploration sessions.

The fourth event in a nationwide *Discover* series targeting different markets and industry sectors, ***DISCOVER GLOBAL MARKETS: Sub-Saharan Africa*** is being organized by the U.S. Commercial Service.

For more information on registration and industry sector opportunities, visit <http://export.gov/georgia/dgmsubsaharanafrica/index.asp>

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