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South Dakota - South Africa Nampo Ag Parts Connection

Show Intel Program Leads to a Connection that Opens the Door to Africa for Abilene Machine

In early 2017, Abilene Machine Inc., a Sioux Falls, South Dakota-based retailer of recycled, remanufactured and new replacement parts for tractors and combines, appointed a nationwide South African distributor. With this agreement, Abilene's ag replacement parts solutions are now broadly available to South African customers.

Some of Abilene's first connections to Africa came via participation at U.S. Commercial Service's USA Pavilion at the NAMPO 2015 Show (South Africa). Abilene's Colin Taylor, participated in the Show Intel program at Nampo, where the U.S. Commercial Service's Agribusiness Team featured Abilene in a full-color catalog distributed at the show, and then Eric Johnson conducted meetings and gathered market intelligence on behalf of Abilene on the show grounds. Johnson worked with Abilene in advance of the show to understand their unique needs and opportunities, and also worked with Abilene to identify ideal companies and prospects to meet with at Nampo. During the show, Johnson persistently followed up with top prospects, and ended up connecting with the company that ended up partnering with Abilene, a lead that required diligence and confidence to bring to fruition. Through Abilene's market entry and extensive follow-up, its parts are now distributed to the South African ag equipment industry via an OEM partner. This partnership has already generated sales of parts and supplies as of 2017.

"I am accustomed to calling on the U.S. Commercial Service in Sioux Falls for export support," said Taylor. "I found Show Intel to be an excellent value proposition because we were very professionally and prominently represented at an important trade show without me even needing to travel there. What a great program for busy professionals. I will definitely consider using this program at other trade shows."

NAMPO is the largest agricultural trade show in the Southern hemisphere, and the CS Agribusiness team has run a USA Pavilion at NAMPO since 2010. The USA Pavilion allows US companies to participate either via the Show Intel program, or with physical booth space, where the CS Team facilitates the booth construction, meetings, travel and lodging. Taylor recognized the potential for sales in the South African market and needed assistance to identify appropriate dealers, but he preferred the Show Intel program over taking the time and expense to exhibit with a full booth. The NAMPO Show Intel platform, designed by the U.S. Commercial Service, provided Abilene Machine with a low cost, high-impact market entry path.

For more information on how the U.S. Commercial Service can help your business export, contact Cinnamon.King@trade.gov in Sioux Falls, Heather.Ranck@trade.gov in Fargo or Eric.Johnson@trade.gov in Atlanta. You can also visit www.export.gov/NorthDakota.



U.S. Commercial Service staff Eric Johnson (L) and Mohammed Essay (R) facilitated Abilene's participation in the USA Pavilion at Nampo 2015

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