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**PENNSYLVANIA FIRM PARTICIPATES IN TRADE MISSION TO SOUTH AFRICA**  
**Fizika Group, LLC, Targets Physical Education, Health and Fitness Market**

**LANCASTER, PA.**—With its offering of “positive energy solutions” for physical education and health, Fizika Group, LLC, will join a Trade Mission to South Africa February 23 to March 3. Organized by the Governor's Council of Great Lakes States and supported by Pennsylvania’s Center for Trade Development and the World Trade Center of Central Pennsylvania (WTC), the mission aims to provide opportunities for businesses in the region to develop global markets.

Fizika will represent partner companies, with the goal of identifying distribution channels and influencing new policies for physical education curriculum. One company represented is Lancaster, Pa.-based Freedom Climber, creators of an innovative rotating climbing wall ideal for schools, fitness clubs and other public spaces. Also represented will be Skillastics, creators of “circuit training with a twist” — standards-based fitness and sports skill development activities, and Foundational Fitness, a leader in functional fitness equipment that can be used

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by individuals, or with large or small groups of students to improve strength, endurance and coordination. Target markets on the Mission include physical education, sport, fitness, wellness and physical activity, with meetings scheduled in Johannesburg, Durban and Cape Town.

“This mission is significant because our contacts will be industry specific, giving us the opportunity to most effectively promote our solutions for quality physical education and fitness programs,” says Michael Cordier, Fizika Vice President.

Timing is opportune. “Growth in the middle class across Southern Africa, and a continuing lifestyle focus, allows for healthy alternatives to be successful in the market,” says Richard Zurba, Director of the Council of Great Lakes Governors Southern Africa Trade Office. Established in 1999, the office has grown steadily, with Southern Africa among the fastest growing export markets for U.S. companies.

The WTC is a membership organization supporting the growth of international trade in south-central Pennsylvania. The Center for Trade Development (CTD) builds connections between local businesses and potential international markets, undergirding Pennsylvania’s position as the country’s fastest growing state in international business development.



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Fizika Group is a strategic marketing and product development firm that identifies and connects providers of innovative health and physical education solutions with schools across the nation and around the world.

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