

PROMOTION

EAST AFRICA MARKET RESEARCH: ALCOHOLIC BEVERAGES/TREE NUTS

Friday, Sep 27, 2024 - Friday, Feb 28, 2025
Registration: Monday, Sep 16 - Wednesday, Sep 25, 2024
Kenya, Tanzania | Kenya | Africa

https://www.wusata.org/e/4NMJ0KC

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

East Africa Market Research: Alcoholic Beverages/Tree Nuts

Kenya & Tanzania

September - December, 2024

An opportunity for WUSATA companies interested in East African markets to receive brand feedback and exposure in Kenya and Tanzania. Companies participating will send samples to the desired market and in-country representation will collaborate with a diverse network of distributors, importers and retailers to conduct interviews with your products, providing insight into how your products can succeed in these markets.

Benefits of Participation:

- Exposure to East African markets
- Product/brand awareness
- In country feedback from distributors, importers and retailers
- **Companies will receive up to $1,000 for sample shipping**

Number of Passes:

- 2 spirit or wine companies for Kenya
- 1 tree nut company for Kenya
- 1 spirit or wine company for Tanzania
- 1 tree nut company for Tanzania

Participation Fee: $100

Registration Deadline: September 27, 2024

PRODUCT DESCRIPTION

Spirits, Wines and Tree Nuts

INDUSTRY FOCUS

Ingredient | Specialty Beverage

BUYER AUDIENCE

Kenya | Tanzania, United Republic of