

## 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