WEBINARS

NORTH AFRICA: EXPANSIVE OPPORTUNITIES FOR U.S. EXPORTERS

Thursday, Oct 24, 2024 | 10:00 AM - 11:00 AM
Registration: Monday, Aug 26 - Wednesday, Oct 23, 2024
Virtual | United States of America

https://www.wusata.org/e/H92ADGO

EVENT DETAILS

Morocco and Egypt bookend this remarkable part of Africa, making each end of the continent in the NE and NW regions very different from each other. Bound in the south by the Sahara Desert and the north by the Mediterranean North Africa has many divergencies from the rest of Africa: culture, language, religion, proximity to Europe, generally strong demographics and diversifying tastes shown in local food processing. These factors make for an interesting mix of opportunities for US exporters. Morocco has a free trade agreement with the USA, making for a good keystone entry point to the Maghreb region, and other countries offer good opportunities for US agricultural produce to enter. We will discuss the region as a whole and then the various country markets relating specific information for specific sectors.

Speakers: Richard Zurba / Sandra Mady (Egypt), Rebeka Gluhbegovic (from Dubai)