WEBINARS

EAST AFRICA: GROWTH POWERHOUSE

Thursday, Sep 19, 2024 | 10:00 AM - 11:00 AM
Registration: Monday, Aug 26 - Wednesday, Sep 18, 2024
Virtual | United States of America

https://www.wusata.org/e/CUJ2INI

EVENT DETAILS

The East African Community (EAC) contains some of the fastest growing economies in the world, with most of the regional countries growing at around 5% per year or more. Countries like Kenya, Rwanda and Tanzania are growing quickly in urban sophistication and act as distribution hubs for other countries in the region to one extent or the other. The region, with a fast-growing demographic, has a youth culture with many young families with tastes that are experimental and connected to global innovation. East Africa guarantees to be more and more important as time passes, with the regional economy doubling in size every 12 years, and a culture of food that is becoming more interesting for US exporters. While it is far logistically, it will certainly hold potential for selected sectors to enter.

Speakers: Richard Zurba / Faith Okaalet (Kenya), Namala Tabaro (Tanzania), Oluchi Chiazor (Ethiopia)