

WEBINARS

AFRICA SERIES PART 2: EAST AFRICA

Wednesday, Nov 4, 2026 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 29 - Wednesday, Nov 4, 2026
Riverside | United States of America

https://www.wusata.org/e/XX4S380

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar continues the Africa series and is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are exploring opportunities in East Africa. The session will focus on Kenya, Tanzania, and Ethiopia, the region's largest urban markets, and the trade bloc that connects them.

The presentation will look at the East African Community as a regional trade framework, the mobile money and digital commerce infrastructure reshaping retail, and the tourism and hospitality demand driving imported specialty products. Attendees will leave with a clearer understanding of where East Africa fits within a broader export strategy.

Detailed Webinar Overview:

1. Welcome & Objectives

- Continuing the three-part Africa series
- Why Kenya, Tanzania, and Ethiopia anchor this session

2. Kenya, Tanzania, and Ethiopia: Market Snapshot

- Urban population growth in Nairobi, Dar es Salaam, and Addis Ababa
- Expanding middle class and shifting food consumption patterns

3. The East African Community as a Trade Bloc

- Common market benefits for goods moving within the region
- External tariff and documentation considerations for U.S. exporters

4. Mobile Money and Digital Commerce

- Mobile money adoption reshaping how consumers shop and pay
- Growth of e-commerce alongside expanding modern supermarket chains

5. Tourism and Foodservice Demand

- Safari and hospitality-driven demand for imported specialty products
- Opportunities in hotel, lodge, and restaurant supply chains

6. Market Entry Considerations

- Kenya's role as a logistics hub via the Port of Mombasa
- Identifying distribution partners across the region

7. Q&A

- Interactive discussion with participants

Participants will be able to:

- Describe the urban and demographic trends shaping demand in Kenya, Tanzania, and Ethiopia
- Explain how the East African Community affects trade across the region
- Recognize the role of mobile money and digital commerce in East

African retail
- Identify tourism and foodservice-driven opportunities for specialty products
- Connect insights to the Africa Dried Fruit & Nut Inbound Mission (Dec 6-12, 2026)

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