WEBINARS

AFRICA SERIES PART 3: SOUTHERN AFRICA

Wednesday, Nov 18, 2026 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 29 - Wednesday, Nov 18, 2026
Riverside | United States of America

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https://www.wusata.org/e/O3KGB1F

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar closes the Africa series and is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are considering opportunities in Southern Africa. The session will focus on Namibia, Botswana, Zambia, Zimbabwe, and Mozambique, and the regional trade framework and logistics networks that connect them.

The presentation will look at each market's retail and consumer landscape, the Southern African Development Community's role in regional trade, and the port and distribution networks exporters can use to reach these markets. Attendees will complete the series with a full regional view of the continent's opportunities.

Detailed Webinar Overview:

1. Welcome & Objectives

- Closing the three-part Africa series
- Why Namibia, Botswana, Zambia, Zimbabwe, and Mozambique are grouped in this session

2. Botswana and Namibia: Market Snapshot

- Stable, mining-driven economies with smaller but relatively affluent consumer bases
- Established modern retail chains and growing demand for imported goods

3. Zambia and Zimbabwe: Market Snapshot

- Agriculture and mining-driven economies with expanding urban middle classes
- Retail expansion in Lusaka and Harare creating new import demand

4. Mozambique: Market Snapshot

- Coastal economy with a growing role in regional trade and logistics
- Emerging retail sector alongside strong foodservice demand in Maputo

5. The Southern African Development Community

- Regional trade framework connecting these five markets
- Tariff and documentation considerations for U.S. exporters

6. Logistics and Distribution

- Namibia's Walvis Bay and Mozambique's Beira and Maputo as port gateways into the region
- Regional distribution networks serving landlocked markets

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

7. Market Entry Considerations

- Identifying distributors in each market
- Import requirements and documentation

8. Q&A

- Interactive discussion with participants

Participants will be able to:

- Describe the consumer and retail landscape across Namibia, Botswana, Zambia, Zimbabwe, and Mozambique
- Explain how the Southern African Development Community affects trade across these markets
- Identify port and logistics gateways for reaching landlocked Southern African markets
- Evaluate market entry considerations for each of the five markets
- Connect insights to the Africa Dried Fruit & Nut Inbound Mission (Dec 6-12, 2026)