

## VIRTUAL TRADE EVENT

# 2023 VIRTUAL TRADE MISSION TO AFRICA

Monday, Aug 28 - Friday, Sep 1, 2023

Registration: Tuesday, Jun 20 - Friday, Jul 14, 2023

📍 Zoom | South Africa, Republic of | Africa

<https://www.wusata.org/e/5Q49PRG>



## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### WUSATA - Africa Virtual Meetings (Customized)

**August 28 through September 1, 2023**

Participating companies will receive at least 8 customized meetings with African buyers in countries chosen by the participant between August 29 - September 1, with a market briefing on August 28.

There will be a limited number of available slots for participating companies.

### Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Africa
- Evaluate how your product fit into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

### Itinerary:

Virtual Meetings will be scheduled August 29 - September 1, 2023 from 7:30am-10:00am (PDT). WUSATA participants will receive updates on meeting confirmations as they occur. We ask that participating companies "put a hold" on their calendar for these hours and dates, as meetings will be filled in accordingly.

Meetings are anticipated to be 30-45 minutes with each buyer. WUSATA participants are anticipated to be scheduled a minimum of 8 customized meeting.

A Market Orientation Meeting will also occur on August 28, 2023.

**Participation Fee:** \$200.00

**Registration Deadline:** July 14th, 2023

### For more information please reach out to the Project Managers:

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## PRODUCT DESCRIPTION

Consumer Oriented Products, Bulk Dried Fruit and Nut, Specialty Beverages, Snack Foods

## BUYER AUDIENCE

South Africa, Republic of