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:

Josh Eddy - CA - josh.eddy@cdfa.ca.gov

Lucas Farrar - CA - lucas.farrar@cdfa.ca.gov

PRODUCT DESCRIPTION

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

BUYER AUDIENCE

South Africa, Republic of

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