VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: SOUTH AFRICA

Monday, Oct 11 - Friday, Oct 15, 2021 | 8:00 AM - 10:00 AM
Registration: Wednesday, Jun 16 - Friday, Jul 23, 2021 | 12:00 PM
Virtual Meetings | South Africa, Republic of | Africa

https://www.wusata.org/e/LUUIQ0A

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:

2021 Virtual Buyer Meetings: South Africa ~ October 11-15, 2021

Introduce your unique consumer-oriented products to buyers remotely!

Explore market opportunities in South Africa - an important gateway to Sub-Saharan Africa and a growing export destination for consumer oriented food products. This is a great event for experienced exporters and those interested in the South African market.

Virtual Buyer Meetings: South Africa is an opportunity to meet with buyers from South Africa and neighboring countries. South African consumer trends are changing and creating opportunities to increase U.S. exports of convenience and ready-to-eat foods, as well as natural and organic products.

South Africa has a highly developed retail and food service sectors, with many leading international brands helping to drive market growth. Some of the top prospect categories include: Tree nuts, food preparations, snack foods, craft beverages, beef and poultry.

Meetings will be scheduled from 8:00am to 10:00am (PDT) the week of October 11th. Meetings will be confirmed approximately one week prior, companies are not anticipated to participate in more than two days of meetings. Each WUSATA company is targeted to have 5 meetings with a participating buyer as part of this activity.

Benefits of Participation:

- Meet virtually with pre-qualified buyers from South Africa and neighboring countries.
- Gather current market intelligence, consumer preference, and trend information by participation in virtual meetings with buyers from the target market.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers virtually

Participation Fee $25
Registration Deadline: July 23, 2021

PRODUCT DESCRIPTION

Consumer Oriented Food Products

INDUSTRY FOCUS

Consumer Oriented