

PROMOTION

AFRICA CONTRACTOR ROADSHOW - U.S. COMPANY CONSULTATIONS TO AK & WA

Thursday, Mar 27 - Tuesday, Apr 1, 2025
Registration: Tuesday, Feb 25 - Tuesday, Apr 1, 2025
WA & AK | United States of America | Africa

https://www.wusata.org/e/7NPZNRE

EVENT DETAILS

Africa Contractor Roadshow - U.S. Company Consultations to AK & WA

Africa is considered an emerging market that the U.S. has gently explored in the past but is becoming a more crucial player in the U.S. food and agriculture export market. The African continent is positioned to become a key market for trade and investment in the coming decades supported by the launch of the African Continental Freed Trade Area (AfCFTA) in January 2021 that will create opportunities through greater economic integration, intraregional trade, and investment among member countries. Years of steady economic growth in Sub-Saharan Africa have created a growing middle class making it one of the most promising markets to explore. More consumers are looking for quality goods and services which American products are known for.

For this activity, WUSATA is bringing Zurcom International to Alaska and Washington to conduct one-on-one consultations with companies interested in the Africa market. Zurcom International has decades of experience specializing in export trade and investment opportunities in emerging markets. This will be an invaluable opportunity for Alaska and Washington companies to gain tailored insights into market trends, trade opportunities, consumer preference, buying behavior, product demand, suggested regional focus, and export requirements.

Benefits of Participation:

- Meet in person with WUSATA's contractor for Africa.

- Market Briefing

- Explore export opportunities and identify potential new markets for your product, including markets you may not have considered before.

- Learn about the opportunities and demands of consumer oriented, food service, and seafood products in the Africa market and receive recommendations on which African countries would be a good fit for your product.

Itinerary:

March 27: One-on-one consultations in Anchorage

March 28: Market briefing and one-on-one consultations in Kodiak at the Alaska Food Festival and Conference

March 29: One-on-one consultations in Kodiak at the Alaska Food Festival and Conference

March 30: Contractor travel to Seattle

March 31: One-on-one consultations in Seattle

April 1: Market Briefing and One-on-one consultations in Seattle

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

Egypt **Ghana** **Kenya** **Morocco** **Nigeria** **Tanzania, United Republic of** **Senegal**

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

Registration Opens: 02/25/2025

Suitable Products: Dried, Frozen, and Canned Fruit and Vegetables, Fruit/ Vegetable Juices & Concentrates, Whitefish, Shellfish, Canned or Processed Meat, Beef, Cereal, Beverage Mixes, Coffee, Tea, Wine, Spirits, Beer, Wheat & Grain, Dairy Products Including Cheese, Eggs and Egg Products, Bakery Products, Honey, Syrup, Jams/ Jellies, Condiments, Sauces, Spices/ Seasoning, Olive Oil, Vinegar, Healthy and Natural Products, Certified Organic, Appetizers, Frozen Meals, Snack Food, Cookies/ Biscuits, Desserts, Nuts, and Other Retail Packaged Consumer Oriented Products

Registration Details:

Deadline: April 01, 2025

Participation Fee: $30

Passes Available:

6 for Anchorage meetings: 3/27/25

5 for Kodiak meetings: 3/28

5 for Kodiak meetings: 3/29

25 for Market Briefing in Seattle: 3/31

8 for Seattle meetings: 3/31

8 for Seattle meetings: 4/1

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