WEBINARS

WEST AFRICA: DIVERSE OPPORTUNITIES

Thursday, Aug 15, 2024 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 31 - Wednesday, Aug 14, 2024
Remote | N/A

https://www.wusata.org/e/K4IA3QV

EVENT DETAILS

Join WUSATA and Richard Zurba the Director of Zurcom International to discuss the diverse continent of Africa. Zurcom strives to be the foremost trade and investment facilitation private firm in Africa and the Caribbean. The company is dedicated to assisting its clients develop and explore potential business opportunities in emerging markets.

West Africa contains some of the world's fastest growing economies. It is also diverse in standards of living and sectoral diversity. Nigeria is a large market, with over 210 million people, but tied to a low-income level. Ghana is growing quickly and diversifying, acting as a hub for sales into other regional markets. Cote d'Ivoire is growing quickly and is a center for distribution throughout French speaking Africa. We will be discussing the various country markets, helping US exporters to understand the nuances to gather intelligence to enter this market of over 400 million people, that is generally very welcoming to US products.

Speakers: Richard Zurba / Yetunde Olugbade(Nigeria/South Africa), Kayode Adeniji (Nigeria), Cephas Kotey (Ghana), Geth Maiga (Cote d'Ivoire)