

WEBINARS

AFRICA SERIES PART 1: NORTH AFRICA (EGYPT & THE MAGHREB)

Wednesday, Sep 30, 2026 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 29 - Wednesday, Sep 23, 2026
Riverside | United States of America

https://www.wusata.org/e/MEMO984

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar opens a three-part Africa series and is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are exploring opportunities in North Africa. The session will focus on Egypt and the Maghreb, Morocco, Algeria, and Tunisia, two sub-regions with distinct retail cultures, trade relationships, and points of entry for U.S. products.

The presentation will look at Egypt's role as a population center and logistics gateway, the Maghreb's French-influenced retail and product preferences, and the trade corridors that connect North Africa to Europe and the Gulf. Attendees will leave with a clearer picture of where U.S. products fit and which entry point makes sense for their category.

Detailed Webinar Overview:

1. Welcome & Objectives

- Introduction to the three-part Africa series
- Why North Africa is a natural starting point given its trade links to Europe and the Gulf

2. Egypt: Market Snapshot

- Population growth and urbanization concentrated around Cairo and Alexandria
- Tourism and hospitality-driven foodservice demand along the Red Sea and Mediterranean coasts
- Retail modernization amid currency and import policy shifts

3. The Maghreb: Morocco, Algeria, and Tunisia

- French-influenced retail formats and product preferences
- Price sensitivity in mainstream retail versus a smaller premium and specialty niche
- Distribution patterns through regional port cities

4. Trade Corridors and Logistics

- Egypt and the Suez Canal as a gateway linking U.S. and European supply chains to the Gulf
- Re-export potential toward broader Middle East and Gulf markets

5. Cultural and Regulatory Considerations

- Relevance of halal certification across both sub-regions
- Import documentation, currency controls, and tariff considerations

6. Market Entry Considerations

- Identifying distribution partners in Egypt versus the Maghreb
- Prioritizing an entry point based on product category and logistics

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

7. Q&A

Interactive discussion with participants

Participants will be able to:

- Describe how Egypt and the Maghreb differ in retail culture, consumer preferences, and trade relationships
- Recognize Egypt's role as a logistics gateway between U.S. and European supply chains and the Gulf
- Identify cultural and regulatory considerations, including halal certification, relevant to North Africa
- Evaluate which North African entry point best fits a given product category
- Connect market insights to the Gulfood Dubai buyer mission (Mar 15-19, 2027)