WEBINARS

AFRICA: STRATEGIC EXPORT MARKET: CURRENT TRENDS AND OPPORTUNITIES IN A DIVERSE CONTINENT

Thursday, Jul 11, 2024 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jun 19 - Wednesday, Jul 10, 2024 | 7:00 AM
Remote | United States of America

https://www.wusata.org/e/2547TV5

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.

The African Continental Free Trade Area (AfCFTA), formed in 2021, is bringing Africa together into a common market. While some things are bringing Africa together, wide diversities exist across the continent with existing trade blocks, cultures, and logistics corridors. English, already predominant, is becoming more a continental lingua franca. Most importantly, the demographics of Africa, with an average age of 19 and population over 1.45 billion, is accompanied by cultural shifts that make doing business with younger people and companies very different from working with those formed and managed by their elder generations. This discussion will provide an overview of Africa and the major trends it is encountering to allow US agricultural exporters a keener idea of where the continent is moving.