WEBINARS

SOUTHERN AFRICA: ANCHOR OF THE AFRICAN ECONOMY

Thursday, Jul 25, 2024 | 10:00 AM - 11:00 AM
Registration: Monday, Jul 8 - Wednesday, Jul 24, 2024
Remote | South Africa, Republic of

https://www.wusata.org/e/W9IL7IB

EVENT DETAILS

South Africa is, arguably, the most diverse and "sophisticated" of all of Africa's national economies. In per capita earnings, it is one of the highest in the region. Other countries with high relative incomes are Botswana, Namibia and Mauritius, making the region the wealthiest overall. Southern Africa is home to long established food processing companies that gain much from their export prowess across the continent. Opportunities exist to enter this market in specific sectors where a US exporter can add value to the food manufacturing value chain or enter with a high diversified product line. We will discuss how to parse the market to understand where opportunities exist and then discuss how to enter the market from a practical perspective.

Speaker(s): Richard Zurba / Sikhanyiso Mhaka (Zimbabwe), Nathan Le Roux (South Africa), Nimary DeSousa (Angola)