VIRTUAL TRADE EVENT

WUSATA - AFRICA VIRTUAL MEETINGS (CUSTOMIZED)

Monday, Mar 10 - Friday, Mar 28, 2025
Registration: Friday, Aug 16, 2024 - Friday, Jan 3, 2025
Virtual | South Africa, Republic of | Africa

https://www.wusata.org/e/AZF4JS1

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

WUSATA - Africa Virtual Meetings (Customized)

Africa (South Africa, Morocco and Nigeria)

March 10-28, 2025

Participating companies will have the opportunity to engage in at least eight tailored meetings with African buyers from selected countries between March 10 and March 28, 2025 (based on meeting availability). Additionally, a Market Orientation meeting will be organized for all participants.

Upon registration, each participant will receive a consultation with WUSATA's In-Market Representative (Zurcom) to identify targeted sectors, country markets, and potential buyers within the region. Based on the information provided during this initial consultation, Zurcom will arrange customized one-on-one business meetings for each participant. These virtual meetings will take place from March 10 to March 28, 2025, between 6:00 AM and 9:00 AM (PDT). Participants will receive updates on meeting confirmations as they are finalized. We request that participating companies tentatively reserve these times on their calendars, as meeting schedules will be allocated accordingly. Please be aware that the timeframe may be extended to accommodate the time zone differences between the U.S. and Africa.

Each meeting is expected to last between 30 to 45 minutes with each buyer, and participants are guaranteed a minimum of eight customized meetings.

Benefits of Participation:

- Engage with pre-qualified importers and buyers from Africa.
- Assess how your product aligns with market demands and evaluate the competitive landscape through interactions with retail and wholesale buyers.
- Obtain up-to-date market intelligence, consumer preferences, and trend information directly from industry sources.
- Identify new potential buyers for your product or renew connections with existing clients.

Participation Fee: $200

Number of Passes: 9

Registration Deadline: January 3rd, 2024

PRODUCT DESCRIPTION

Consumer Oriented Products, Bulk Dried Fruit & Nut, Dairy, and Snack Foods

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Retail Products**

BUYER AUDIENCE

South Africa, Republic of **Nigeria** **Morocco**