

INBOUND MISSION

AFRICA CONTRACTOR – 1 ON 1 CONSULTATIONS

Monday, Sep 7 - Friday, Sep 11, 2026
Registration: Wednesday, Aug 12 - Tuesday, Sep 1, 2026
San Francisco, Fresno, and Los Angeles, California | United States of America | Africa

https://www.wusata.org/e/IXW4AAJ

EVENT DETAILS

Africa Contractor Roadshow - U.S. Company Consultations in California

This activity gives participating companies the opportunity to meet one-on-one with Richard Zurba of Zurcom International, WUSATA's in-market contractor for Africa, to discuss how their products may fit into key African markets.

Consultations will provide tailored insights into market trends, trade opportunities, consumer preferences, buying behavior, product demand, recommended regional focus areas, and relevant export requirements. Zurcom will conduct preparatory analysis prior to each consultation, and participating companies will receive a follow-up report after the meeting.

Consultations will take place during the Best of the West one-on-one meeting sessions in San Francisco, Fresno, and Los Angeles. Each participating company will receive a scheduled timeslot during the Best of the West meeting program to meet directly with Zurcom for a personalized market discussion.

Itinerary:

- Tuesday, September 8, 2026 - San Francisco, CA
- Thursday, September 10, 2026 - Fresno, CA
- Friday, September 11, 2026 - Los Angeles, CA

Registration Opens: TBA

Registration Deadline: August 17, 2026

Participation Fee: $75

Passes Available: 14

INDUSTRY FOCUS

Consumer Oriented | Ingredient | Retail Products

BUYER AUDIENCE

Worldwide

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