WEBINARS

2021 WUSATA SOUTH AFRICA MARKET BRIEFING/ WEBINAR

Thursday, Oct 7, 2021 | 9:00 AM - 10:00 AM
Registration: Thursday, Aug 26 - Tuesday, Oct 5, 2021 | 12:00 PM
Zoom | South Africa, Republic of | Africa

https://www.wusata.org/e/DRNE0R9

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2021 WUSATA South Africa Market Briefing/Webinar
Thursday, October 7, 2021 at 9:00 am PDT

Please Join WUSATA and Africa House for a complimentary webinar about the South African Market for agricultural products and a presentation from the Foreign Agricultural Service (FAS). The South African market provides great opportunities for WUSATA companies to take advantage of as there was a $6.4 billion agricultural import market in 2019. The U.S. currently represents a 5% market share of agricultural imports, but consumers recognize the quality that comes with U.S. products, allowing room for growth. Consumer Preferences are shifting towards more ready-to-cook and ready-to-eat products, as well as healthy/natural and organic products. Exporting products to South Africa will provide WUSATA companies a gateway to the rest of Southern Africa.

Webinar will consist of:

- 20 Minute In-country contractor report provided by Africa House
- 20 Minute FAS presentation
- 20 Minute Q/A session

Register today and learn about the South African Market as well as opportunities for areas of growth, entrance strategy, and regulations.

The webinar will be held on Thursday, October 7th, 2021 and will begin at 9:00 a.m. PT. The duration of the event will be 1 hour. This event is open to all WUSATA companies.

Benefits of Participation:

- Gain insight into a new market for many WUSATA companies
- Presentation from FAS will inform companies of opportunities for market entry and areas of growth
- Knowledgeable representatives will be available for Q/A

*** Please note: The link for the Zoom Webinar will be sent out on October 6, 2021. Be sure to check your e-mail for the link!***

PRODUCT DESCRIPTION

Consumer Packaged Food Products, Snack Foods, Dried Fruit & Nuts, Meat, Seafood, Dairy Products, Processed Fruit & Vegetables, Cereals, Noodles, Condiments, Desserts, Baby Foods, Functional Foods, Convenience Foods, Supplements, Non-alcoholic beverages, Pet Food

INDUSTRY FOCUS

Consumer Oriented **Natural/Health** **Nutraceutical** **Organic** **Pet Food and Products** **Retail Products** **Seafood**