PROMOTION

EXPLORE OPPORTUNITIES - AFRICA: CUSTOMIZED MARKET RESEARCH (SOUTH AFRICA)

Friday, Sep 13, 2024 - Monday, Mar 31, 2025
Registration: Friday, Aug 16 - Friday, Sep 20, 2024
South Africa | South Africa, Republic of | Africa

https://www.wusata.org/e/3R2716R

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:

Explore Opportunities - Africa: Customized Market Research (South Africa)

South Africa

September - December, 2024

This program offers participants valuable insights into their targeted product through a comprehensive approach that includes buyer interviews, consumer surveys, desk research, and meetings with local business associations, retail stores, distributors, and other relevant entities.

Each participating company will receive a tailored report (10-12 pages) that includes feedback on the product's alignment with local preferences, quality, pricing, and market competitiveness. Additionally, the report will provide a list of key importers and distributors in the targeted product sector, complete with contact details.

Participants will also benefit from a 30-minute consultation call with WUSATA's in-market representative, Zurcom.

To participate, companies must ship shelf-stable samples to South Africa for testing and survey activities conducted by Zurcom. Shipping of these samples qualifies as a FundMatch expense, allowing companies to receive a 50% reimbursement for the shipping costs. For further details, please contact your WUSATA Engagement Executive at export@wusata.org.

Benefits of Participation:

Discover market opportunities in South Africa with tailored market research on your product. Gain valuable insights from buyers and consumers and identify potential export opportunities.

Participation Fee: $100

Number of passes: 5 total

Registration Deadline: September 20, 2024

PRODUCT DESCRIPTION

Consumer-Oriented Food Products (Shelf Stable): Dried Fruit/Nuts; Snack Foods; Sauces and Condiments; Food Preparations; Dog and Cat Food; Beverages; Canned Fruit/Vegetables; Health and Diet Products

INDUSTRY FOCUS

Retail Products

BUYER AUDIENCE

South Africa, Republic of