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WHAT US BUYERS LOOK FOR IN
PRODUCTS IMPORTED INTO
AMERICA



SOUTHERN AFRICA
TRADE
+ INVESTMENT
HUB



Dr Golden Mahove

Chief of Party: USAID TradeHub

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Welcome Address



About the USAID TradeHub

The USAID TradeHub works to increase sustainable economic growth, global export competitiveness, and trade in southern Africa by:

- Increasing exports from southern African countries to South Africa and the United States under the African Growth and Opportunity Act (AGOA).
- Boosting capital and technology flows from South Africa to other southern African countries.



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Tammy Dlamini

Country Representative:

Eswatini

USAID TradeHub

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Introduction



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AGENDA

Time	Activity	Person
15h00 – 15h10	Introduction and Opening Remarks	Dr Golden Mahove Chief of Party, USAID Southern Africa Trade and Investment Hub (USAID TradeHub)
15H10-15H12	Allfashion sourcing welcome	Neil Piper Head of Content: Messe Frankfurt South Africa
15h12-15h20	Introduction to the speakers	Tammy Dlamini Country Representative (Eswatini), USAID TradeHub
15h20 – 15h35	“US textiles and apparel sourcing trends and the impact of COVID 19 on consumer behavior and distribution channels”	Beth Hughes Vice President, Trade and Customs Policy American Apparel & Footwear Association
15h35 – 15h50	What U.S. buyers want from suppliers: Lessons from linking US buyers with Southern Africa Suppliers	Llenay Ferretti CEO , Bhavana World Project
15h55 – 16h10	WRAP certification process, the impact this has on US buyer buying decisions and the effect of COVID 19 on social compliance”	Mark Jaeger Vice President, Stakeholder Engagement WRAP (Worldwide Responsible Accredited Production)
16h10 – 16h45	Interactive Discussion	All
16h45 – 16h50	Next Steps	Tammy Dlamini Country Manager (Eswatini), USAID TradeHub
16h50 – 17h00	Closing Remarks	George Makore Deputy Chief of Party, USAID Southern Africa Trade and Investment Hub (USAID TradeHub)

PANELISTS



Beth Hughes

*Vice President, Trade
and Customs Policy
American Apparel &
Footwear Association*



Llenay Ferretti

*CEO
Bhavana World Project*



Mark Jaeger

*Vice President, Stakeholder
Engagement
WRAP (Worldwide Responsible
Accredited Production)*



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Beth Hughes

Vice President, Trade and Customs Policy
American Apparel & Footwear Association

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Speaker Address





Llenay Ferretti

CEO

Bhavana World Project

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Speaker Address



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Speaker Address

Mark Jaeger

Vice President, Stakeholder Engagement
WRAP (Worldwide Responsible Accredited
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QUESTIONS AND ANSWER SESSION



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NEXT STEPS



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George Makore

*Deputy Chief of Party
USAID TradeHub*

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Closing Remarks



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COUNTRY REPRESENTATIVE CONTACT DETAILS

To access videos and presentations from previous USAID TradeHub webinars visit

www.satihub.com



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THANK YOU



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