

## e-Sources

Exporters should bring samples (an important tool to introduce products) and be prepared to discuss marketing strategy and promotional assistance. To encourage introduction of new-to-market products, exporters should offer to assist with advertising and in-store displays.

Given the size of these markets, exporters should be willing to fill smaller-than-typical orders, consolidate shipments or share a shipment with another exporter. Importers will want to buy small initial quantities, particularly of new-to-market products, to determine their market potential and test the supplier/buyer relationship.

Exporters should be prepared to discuss price, preferably on a C&F (cost and freight) basis—and even price discounts. Exporters should factor in the cost of label modification to meet local regulatory requirements. Labels must be in Arabic and English, and include production and expiration dates.

Exporters should be wary of agency agreements. These are exclusive or sole distributorship agreements for a company's products in a selected country or even a region. Such agreements have been virtually impossible to terminate without penalty in some of these markets, even where the local company fails to comply with the agreement. Agency agreement laws are being relaxed in these countries. Legally, such agreements are no longer required in the UAE or Oman. ■

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*A list of FAS offices abroad, including those covering Africa and the Middle East, is on pages 42-47.*

### WAICENT Portals

WAICENT's (the World Agricultural Information Center) Information Finder is part of the United Nations Food and Agricultural Organization's commitment to improve access to timely and relevant technical information on agriculture and food security. This site has portals for Africa and the Middle East, respectively.

*Web sites:*

[www.fao.org/waicent/st/level\\_2\\_cp.asp?main\\_id=10&sub\\_id=165](http://www.fao.org/waicent/st/level_2_cp.asp?main_id=10&sub_id=165)

[www.fao.org/waicent/st/level\\_2\\_cp.asp?main\\_id=10&sub\\_id=2724](http://www.fao.org/waicent/st/level_2_cp.asp?main_id=10&sub_id=2724)

### Southern Africa Global Competitiveness Hub

The Southern Africa Global Competitiveness Hub supports poverty reduction in the region by increasing trade and investment flows with the rest of the world and providing expertise to reduce trade barriers.

*Web site: [www.satradehub.org/](http://www.satradehub.org/)*

### TRADE Initiative

The TRADE (Trade for African Development and Enterprise) Initiative of USAID (the U.S. Agency for International Development) was created to help African countries improve their competitiveness and gain greater access to global markets.

*Web site: [www.usaid.gov/locations/subsaharan\\_africa/initiatives/trade.html](http://www.usaid.gov/locations/subsaharan_africa/initiatives/trade.html)*

### AGOA

AGOA, the African Growth and Opportunity Act, which passed as part of

the Trade and Development Act of 2000, provides beneficiary countries in sub-Saharan Africa with the most liberal access to the U.S. market available to any country or region with which we do not have a free trade agreement.

*Web site: [www.agoa.gov/](http://www.agoa.gov/)*

### East and Central Africa Global Competitiveness Hub

The East and Central Africa Global Competitiveness Hub supports poverty reduction in East and Central Africa by increasing trade and investment flows with the rest of the world and providing expertise to reduce trade barriers.

*Web site: [www.ecatradehub.com/home/index.asp](http://www.ecatradehub.com/home/index.asp)*

### West African Trade Hub

The West African Trade Hub is a USAID-financed center established to enhance West Africa's trade competitiveness.

*Web site: [www.watradehub.com/](http://www.watradehub.com/)*

### Africa and Middle East

USDA's Economic Research Service offers a significant body of research and analysis on international agriculture. The site provides a collection of data, publications and other products and services.

*Web site: [www.ers.usda.gov/topics/view.asp?T=103002](http://www.ers.usda.gov/topics/view.asp?T=103002) ■*

