

Inbound Trade Mission from Mexico August 24 - 27, 2015 Denver, CO & Albuquerque, NM

Event Benefits:

- Meet pre-qualified buyers/importers/distributors one-on-one
- Feature your product and get direct buyer insight/feedback
- Gain market share in 3rd largest market for U.S. products

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

Here is an excellent opportunity for companies to begin or expand their dry-grocery exports in the Mexico market. Our neighbor to the south is the United States' third-largest agricultural export market, and had U.S. sales of food and farm products total a record setting \$19.5 billion in fiscal year 2014. This accounted for nearly 13 percent of all U.S. agricultural exports that year.

Event participants also will be able to forge relationships with potential customers/trading partners and gather market intelligence that will help them develop strategies to start or expand sales in this key market.

Meetings: August 24-25 in Albuquerque, NM | August 26 in Denver, CO

Products of Interest*:

Dry-grocery items including, but not limited to: wheat and wheat-based baking products, mixes and ingredients, corn and corn-based products, dried beans, popcorn and more.

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

August 16, 2015

Participation Fee:

Complimentary

Managing States:

Jason New
New Mexico Dept. of AG
575-646-4929
jnew@nmda.nmsu.edu

John Addison
Colorado Dept. of Ag
303-869-9180
john.addison@state.co.us

To Register:

[login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!