

TRADE SHOW

2025 ANTAD TRADE SHOW PAVILION

Tuesday, Mar 25 - Thursday, Mar 27, 2025
Registration: Monday, Sep 9, 2024 - Friday, Jan 24, 2025
Guadalajara, Jalisco, Mexico | Mexico | North America

https://www.wusata.org/e/2GNRAL5

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:

2025 ANTAD Trade Show Pavilion

Guadalajara, Jalisco, Mexico

March 25-27, 2025

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture are pleased to announce their participation in and registration for the ANTAD Trade Show, organized by the USDA's Foreign Agricultural Service.

Expo ANTAD is the premier and largest retail trade show in Mexico, drawing over 37,000 visitors and 1,700 exhibitors annually. As Mexico's leading food industry exhibition, it serves as an optimal platform for international exhibitors to present their products to key buyers, importers, and industry professionals.

Participation in this event is eligible for WUSATA's FundMatch Program, which offers up to 50% reimbursement for approved expenses related to product showcases, including registration fees and shipping costs. For more information, please contact your WUSATA Engagement Executive at export@wusata.org.

Benefits of Participation:

ANTAD provides a premier platform for innovation, collaboration, and growth. Showcase your products at WUSATA's Pavilion during Mexico's largest food and hospitality trade show. This prestigious opportunity allows potential Mexican buyers, importers, and industry experts to view and engage with your products within the USA Pavilion - WUSATA's premium location.

Participating companies will receive a kiosk with signage and seating. Additionally, each company will be allocated one hotel room per night for up to four nights. An interpreter, available for shared use among participating companies, will also be provided.

Draft Itinerary:

March 24: Arrival in Guadalajara - Set up

March 25: Show Day 1

March 26: Show Day 2

March 27: Show Day 3 - Tear Down

March 28: Departure

Participation Fee:

Early Bird Price (before December 31, 2024) - $775 Kiosk; Standard Price - $1,075 Kiosk

PRODUCT DESCRIPTION

Retail consumer-oriented products

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Retail Products

BUYER AUDIENCE

Mexico

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

Registration Deadline: January 24, 2025

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