INBOUND MISSION

2021 MEXICO CONSUMER ORIENTED INBOUND MISSION TO ID, NV

Monday, Nov 1 - Friday, Nov 5, 2021
Registration: Wednesday, Sep 29 - Wednesday, Oct 20, 2021 | 12:00 PM
ID, NV | Mexico | North America

https://www.wusata.org/e/C9VO79S

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2021 Mexico Consumer Oriented Inbound Mission to Idaho & Nevada

November 1 - 5, 2021

Explore market opportunities in Mexico - a top exporting country to the United States, especially with the USMCA trade agreement. A continued growing export destination for consumer oriented food products. This is a great event for experienced exporters and those interested in the Mexico market.

In person, one-on-one buyer meetings is an opportunity to meet with buyers from Mexico. Mexican consumer trends are changing and creating opportunities to increase U.S. exports of convenience and ready-to-eat foods, as well as natural and organic products.

Mexico has a highly developed retail and food service sectors, with many leading international brands helping to drive market growth. Some of the top prospect categories include: food preparations, snack foods, craft beverages, beef, health foods and organic products.

Meetings will be scheduled the week of November 1-5. Meetings will be confirmed approximately one week prior, companies are not anticipated to participate in more than two days of meetings. Each WUSATA company is targeted to have 6 meetings with participating buyers as part of this activity.

Benefits of Participation:

- Meet in person with qualified buyers from across Mexico.
- Gather current market intelligence, consumer preference, and trend information by participation in one-on-one meetings with buyers from the target market.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers

Tentative Itinerary:

- November 1: Boise, Idaho
- November 2: Meetings and possible tours in Boise, ID
- November 3: Reno, Nevada
- November 4: Meetings and possible tours in Reno, NV

Participation Fee: $25.00

Registration Deadline: October 15, 2021

PRODUCT DESCRIPTION

Consumer-oriented food products

INDUSTRY FOCUS

Consumer Oriented