VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: MEXICO (CONSUMER ORIENTED)

Thursday, Apr 22 - Thursday, Apr 29, 2021 | 9:00 AM - 1:00 PM
Registration: Tuesday, Feb 23 - Friday, Mar 12, 2021 | 12:00 PM
Virtual Meetings | Mexico | North America

https://www.wusata.org/e/H86IIPB

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 Virtual Buyer Meetings: Mexico (Consumer Oriented) - April 22 & April 29, 2021

One-on-one meetings virtual meetings will be scheduled for participants on April 22 and/or April 29, 2021 based on buyer availability and product categories. Meetings will take place between **9:00 am and 1:00 pm (PDT)** and will be scheduled at 25-minute intervals.

As part of this activity, WUSATA encourages shipment of product samples for one-on-one meetings. Companies will be requested to send product samples to a designated freight forwarder in the U.S.* Transportation and documentation costs associated with the domestic shipment are the responsibility of the participant. WUSATA will facilitate costs of the sample shipment in Mexico from the designated freight forwarder to the participating buyers.

***Sample shipments must arrive to the designated freight forwarder before April 1, 2021.**

WUSATA will also host an informational webinar as part of this activity to provide a market briefing/overview prior to the activity date.

Further information on the Mexico market: 2020 Market Research Spotlight

Benefits of Participation:

- Meet Virtually with pre-qualified buyers from Mexico
- Gather current market intelligence, consumer preference, and trend information by participation in virtual meetings with buyers from the target market
- Evaluate how your product fits into the marketplace
- Assess the competitive landscape by engaging with retail and wholesale buyers virtually

Participation Fee: $25.00

Itinerary:

- April 22 & 29, 2021 - Virtual Meetings will take place between 9:00 am and 1:00 pm PDT

Registration Deadline: March 12, 2021

PRODUCT DESCRIPTION

Suitable Products include: Consumer-Oriented Food Products (retail packaging)

INDUSTRY FOCUS

Consumer Oriented **Retail Products**