OUTBOUND MISSION

COLORADO PAVILION AT MEXICO HEALTHY PRODUCT SUMMIT

Thursday, Jan 25 - Saturday, Jan 27, 2024
Registration: Wednesday, Nov 29, 2023 - Monday, Jan 1, 2024
Puerto Vallarta, Mexico | Mexico | Latin America

https://www.wusata.org/e/RKMV9UL

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Colorado Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Colorado Pavilion at Mexico Healthy Products Summit
Puerto Vallarta, Mexico
January 25 - 27, 2024

Mexico is a large market for US products and though it is niche, the healthy category section of the retailers is growing rapidly. More and more consumers are looking at labels and considering those healthier alternatives. During this event, you will exhibit in the Colorado booth, meet with all the buyers attending the event, and also get the opportunity to dine and network with them throughout the event. It's a great event for getting to know the buyers and building strong relationships.

Benefits of Participation:

- You will be able to meet and network with qualified buyers in the healthy product sector of Mexico
- Included: Round-trip flight and hotel to Puerto Vallarta for the event dates for 1 person.
- Included: Booth costs
- Included: Buyers Meetings
- Included: Translation Services

Itinerary:

- Jan 24 - Arrive in Puerto Vallarta
- Jan 25 - Attend tradeshow and networking events
- Jan 26 - Attend tradeshow and networking events
- Jan 27 - Attend tradeshow and networking events
- Jan 28 - Travel home

Registration Deadline: January 13, 2024

PRODUCT DESCRIPTION

Healthy snacks, foods, and drinks for retail

INDUSTRY FOCUS

Consumer Oriented **Natural/Health**

BUYER AUDIENCE

Worldwide