PROMOTION

2024 MEXICO SEAFOOD TASTING EVENT

Wednesday, Oct 16, 2024
Registration: Monday, Aug 5 - Friday, Aug 30, 2024
Mexico City, Mexico | Mexico | North America

https://www.wusata.org/e/0FKTGJ6

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 15 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Mexico Seafood Tasting Event

Mexico City, Mexico

September 3-5, 2024

Join us in capitalizing on the booming seafood industry, which is projected to reach $676.2 billion globally by 2024, with an annual growth rate of 6.54%. Notably, the U.S. exports over $110 million of seafood annually to Mexico, positioning it as one of the top 10 export markets for U.S. seafood.

In collaboration with the Oregon Department of Agriculture, Washington State Department of Agriculture and WUSATA, we are pleased to offer you an opportunity to participate in a Product Evaluation Tasting Event in Mexico City. This exclusive event will feature seafood samples shipped to Laredo, Texas, and showcased at a high-profile trade event in a premier restaurant in Mexico City. Renowned Mexican chefs will create recipes highlighting your products, providing 30 key trade members and media representatives with the chance to taste and evaluate them.

Your company's logo, videos, and promotional materials will be prominently featured and utilized throughout the event, alongside a presentation from our local partners. Additionally, any trade leads generated will be shared directly with participating companies.

Building on the success of our 2023 tasting event which led to increased sales and product listings with Mexican retailers and food service providers this is a prime opportunity to enhance your market presence in Mexico.

Benefits of Participation:

- Showcase your products to key buyers in the seafood industry.
- Elevate your product visibility among leading seafood industry professionals in Mexico City.
- Seize a turnkey opportunity for effective lead generation.

Participation fee: $50

Total passes: 10

Registration deadline: August 30, 2024

PRODUCT DESCRIPTION

Groundfish, Cold Water Shrimp, Rockfish, Lingcod, Albacore, Hake, Sole, Sablefish, Shellfish, Salmon

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Mexico