

## INBOUND MISSION

# 2019 MEXICO CONSUMER INBOUND TRADE MISSION TO CA, MT

Monday, Sep 23 - Friday, Sep 27, 2019

Registration: Tuesday, Jul 9 - Wednesday, Sep 18, 2019

📍 CA, MT | Mexico | North America

<https://www.wusata.org/e/46H4SB8>

## 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:

### Mexico Consumer Inbound Mission to California and Montana ~ September 23-27, 2019

Meet with buyers in the Mexican market at this Inbound Trade Mission. Up to 8 buyers from two countries will travel to California and Montana to meet with WUSATA companies. Event participants will have the opportunity to join our one-on-one business meetings to speak directly with Mexican buyers.

\* This event will be held in conjunction with WUSATA's Canada Consumer Inbound Trade Mission (please also register to meet with these buyers).

### Benefits of Participation:

- Connect with pre-qualified buyers representing Mexico
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail/wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

### Schedule:

September 23: Los Angeles, CA - Meetings

September 24: Sacramento, CA - Meetings

September 25: Oakland, CA - Meetings

September 27: Bozeman, MT - Meetings



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Consumer-oriented food products - sauces, snack foods, condiments, specialty food products, health & natural food products, retail dried fruits & nuts.

## INDUSTRY FOCUS

Natural/Health

Organic

Retail Products