OUTBOUND MISSION

MEXICO OUTBOUND TRADE MISSION

Monday, Dec 1 - Saturday, Dec 6, 2025
Registration: Monday, Jun 9 - Tuesday, Sep 30, 2025
Mexico | Mexico

https://www.wusata.org/e/30Y618Q

EVENT DETAILS

2025 Mexico Outbound Trade Mission

Mexico, Central & South American countries that will be represented in this project, will create an opportunity in these markets for new-to-export companies. Mexico is the largest trade partner of the US and shares a land border, making export logistics much simpler. Many of the countries represented also have free trade agreements with the US. Participants will enjoy industry-compatible and well-vetted buyers in direct B2B meetings in two cities, including Mexico City, Monterrey, with additional buyers flown in from other regions in Mexico, and other countries including Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

Participating Companies will receive:

- Hotel lodging - 2 Nights in Mexico City, and 3 Nights in Monterrey.

- Airfare between Mexico City and Monterrey.

- Interpreters, if needed at the tabletop meetings

Benefits of Participation:

- Connect with pre-qualified buyers (retailers, consumer-oriented importers / distributors) representing Mexico, and additional buyers recruited from the following countries: Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and 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

Tentative Itinerary:

- Monday, December 1st- Arrival to Mexico City
- Tuesday, December 2nd - (Mexico City) ATO Briefing, Tabletop meetings.
- Wednesday, December 3rd - (Mexico City) Tabletop meetings, fly to Monterrey
- Thursday, December 4th - (Monterrey) ATO Briefing, Tabletop meetings, site visits
- Friday, December 5th - (Monterrey) Tabletop Meetings, Retail Tour
- Saturday, December 6th- Departure from Monterrey

Suitable Products:

Retail Packaged Consumer Oriented and Snack Foods

Registration Details:

Registration Opens: Monday, June 9

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Mexico

Deadline: September 26, 2025

Participation Fee: $750

Passes Available: 20

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373