

## 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