OUTBOUND MISSION

2022 MEXICO HRI OUTBOUND MISSION TO MEXICO CITY & TIJUANA

Monday, Jul 11 - Friday, Jul 15, 2022
Registration: Tuesday, Mar 1 - Thursday, May 12, 2022
Mexico | Mexico | Latin America

https://www.wusata.org/e/VCK56ZV

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 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:

2022 Mexico HRI Outbound Mission to Mexico City & Tijuana

July 11-15, 2022

Exports of agricultural and related products from the United States to Mexico totaled $18.9 billion in 2020. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. Tourism and food processing continue to be major sectors in Mexico. With the geographical advantage of a long-land border and a new Foreign Trade Agreement that has eliminated duties on all agricultural and food products, Mexico is a natural market for U.S. exporters.

This event will be strategically planned to capture a wide-range of buyers from Northwest Mexico/Baja and Mexico City.

WUSATA participants will have tailored business meetings to showcase products to potential buyers in the Hotel, Restaurant, and Institutional sectors. Business meetings will also be combined with networking events and speakers, highlighting trends in the featured product category.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers, importers, distributors, and food/beverage directors from Mexico
- Participate in market briefings, trade visits, and facility and retail tours
- Gather current market intelligence, consumer preference, and trend information directly from the source
- In-country airfare for 1 company representative
- Lodging paid for by WUSATA (up to 5 nights at federal government per diem rates) for 1 company representative
- Interpreters as needed
- Coordinated group ground transportation

Itinerary: TBD

Participation Fee: $550.00

Registration Deadline: May 12, 2022

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: dairy, dried/frozen fruits and vegetables, appetizers, dehydrated products, beverages, etc.

INDUSTRY FOCUS

Food Service Products **Ingredient**