OUTBOUND MISSION

2022 WUSATA MEXICO OUTBOUND MISSION TO MEXICO CITY & MONTERREY WITH BUYERS FROM CENTRAL AMERICA

Sunday, Dec 4 - Friday, Dec 9, 2022
Registration: Monday, Jun 20 - Friday, Oct 21, 2022
Mexico | Mexico | Latin America

https://www.wusata.org/e/57GKRIF

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 WUSATA Mexico Outbound Mission to Mexico City & Monterrey With Buyers from Central America

~ December 4 - 9, 2022 ~

Exports from the United States of agricultural and related products to Mexico totaled $26.5 billion in 2022. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. 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.

In addition to meeting with Mexican buyers, WUSATA participants will have the opportunity to meet with Central American buyers. Central American retail buyers will be flown into Mexico City to participate in the two-day conference/meetings between WUSATA companies and the category buyers of leading retailers in the region. Each participating WUSATA company will have tailored business meetings to showcase products to potential buyers. Business meetings will also be combined with networking events and speakers highlighting U.S. trends in the featured product category.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers, importers, distributors, and food/beverage directors
- 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 ONE company representative
- Lodging paid for by WUSATA (up to 5 nights at Federal Government per diem rates) for ONE company representative
- Interpreters as needed
- Coordinated group ground transportation

Itinerary:

December 4 - Arrive Monterrey, Mexico

December 5 - Market Briefing and Meetings with Regional Buyers

December 6 - Buyer Meetings and Retail Tours

December 7 - Travel to Mexico City and Buyer Meetings

PRODUCT DESCRIPTION

Suitable Products include: Fresh fruits & Vegetables, Consumer ready products, Food service products, Snack foods, Dairy, Meats, Health foods, Beverages, and Wine

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Natural/Health** **Produce**

December 8 - Business Meetings and Retail Tour

December 9 - Depart Mexico City

Participation Fee: $750.00

Registration Deadline: October 21, 2022

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