OUTBOUND MISSION

2024 LATIN AMERICA OUTBOUND TRADE MISSION

Tuesday, Dec 3 - Friday, Dec 6, 2024
Registration: Wednesday, May 15 - Friday, Oct 11, 2024
Mexico | Mexico | Latin America

https://www.wusata.org/e/3W2037Y

EVENT DETAILS

2024 Latin America Outbound Trade Mission

WUSATA's Annual Trade Mega Mission to Mexico

The Trade Mission offers an exceptional opportunity for new-to-export companies to meet with buyers from Mexico and the surrounding Central American countries. Given Mexico's status as the largest trade partner of the US and its shared land border, export logistics are notably simplified. Moreover, many of the represented countries benefit from free trade agreements with the US, further facilitating market entry.

Participants can anticipate tailored B2B meetings with industry-compatible, thoroughly vetted buyers across two key cities: Mexico City and Monterrey. Additionally, buyers from various regions within Mexico, as well as from other countries such as Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador, will be present, broadening networking opportunities.

As a highlight, a Chef Demonstration will be conducted, providing a dynamic platform to showcase the companies' products with the expertise of a local Mexican chef.

Why Participate:

Engage with vetted buyers: Establish connections with carefully selected buyers, including retailers and consumer-oriented importers/distributors from Mexico, as well as additional prospects sourced from Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

Conduct market positioning analysis: Evaluate the market suitability of your product and conduct a comprehensive assessment of the competitive landscape by actively engaging with retail and wholesale buyers.

Acquire up-to-date market intelligence: Obtain firsthand insights into market dynamics, consumer preferences, and emerging trends directly from authoritative sources.

Expand client base and foster client relations: Identify prospective buyers for your product while also cultivating personal connections with existing clients to enhance long-term relationships and loyalty.

Benefits:

- Hotel lodging - 3 Nights in Mexico City, and 2 Nights in Monterrey.
- Airfare between Mexico City and Monterrey.
- Interpreters, if needed at the tabletop meetings

Itinerary:

- Monday, December 2nd- Arrival to Mexico City
- Tuesday, December 3rd - (Mexico City) ATO Briefing, Tabletop meetings, Chef Demo.
- Wednesday, December 4th - (Mexico City) Tabletop meetings, Buyer

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Mexico

Panel, Retail Visits
- Thursday, December 5th - (Monterrey) Fly to Monterrey, Tabletop meetings, Chef Demo
- Friday, December 6th - (Monterrey) ATO Briefing, Tabletop Meetings, Retail Tour
- Saturday, December 7th- Departure from Monterrey

Registration Opens: May 15, 2024

Suitable Products: Retail Packaged Consumer Oriented and Snack Foods

Registration Details: Registration includes lodging and in-country airfare for one individual from each company, any additional individuals from the same company must self-pay for lodging and in-country airfare.

Deadline: October 11, 2024

Available Passes: 20 per day

Participation Fee: $750

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