

## INBOUND MISSION

# 2019 MEXICO CONSUMER ORIENTED INBOUND TRADE MISSION TO CO, ID

Monday, Jul 22 - Friday, Jul 26, 2019

Registration: Thursday, Apr 11 - Friday, Jul 19, 2019 | 12:00 PM

📍 CO, ID | Mexico | North America

<https://www.wusata.org/e/NK4CWYO>

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### Mexico Consumer Oriented Inbound Trade Mission to Colorado and Idaho ~ July 22-26, 2019

Thinking about expanding your product sales to Mexico? The Mexico market continues to be a growth market with one of the best opportunities in the world for U.S. exports of food products. Do not miss this opportunity to meet with qualified buyers from Mexico!

\* In Colorado, the mission will be held in conjunction with a buyer's delegation from the Middle East (please also register to meet with these buyers).

### Benefits of Participation:

- Showcase your products and learn about opportunities for your product in the Mexico market
- Meet one-on-one with pre-qualified buyers, brokers, distributors, and retailers
- Hear about consumer preferences and trend information
- Gather current market intelligence for your product
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape
- Develop or expand your products sales into Mexico

### Proposed Itinerary:

Monday & Tuesday, July 22 & 23: B2B Meetings and tours in Denver, CO

Thursday, July 25: B2B Meetings in Boise, ID



## PRODUCT DESCRIPTION

**Suitable value-added products include, but are not limited to:** Sauces, Spices, Snacks, Confectioneries, fresh/processed fruits and vegetables, Oils, Nuts, Chocolate, Jams & Jellies, Coffee, Tea, Health & Natural Foods, value-added products, consumer-oriented retail products and more.

## INDUSTRY FOCUS

Ingredient