OUTBOUND MISSION

2023 WUSATA'S ANNUAL TRADE MISSION TO MEXICO

Sunday, Dec 3 - Friday, Dec 8, 2023
Registration: Friday, Jun 16 - Friday, Oct 20, 2023
Mexico | Mexico | Latin America

https://www.wusata.org/e/9IJ9QIT

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:

2023 WUSATA's Annual Trade Mission to Mexico

Mexico City & Monterrey, Mexico

December 3 - 8, 2023

Mexico and surrounding Central American countries represent an opportune market for new-to-export companies. Mexico is the largest trade partner of the US and shares a land border, making export logistics much simpler. Participants will enjoy industry-compatible and vetted buyers in direct B2B meetings in two cities in Mexico (Mexico City and Monterrey), with additional buyers flown in from Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

Itinerary:

Monday, December 4th - (Mexico City) - ATO Briefing, Imports Seminar, Tabletop meetings

Tuesday, December 5th - (Mexico City) - Tabletop meetings, Buyer Panel

Wednesday, December 6th - (Monterrey) - Fly to Monterrey, Tabletop meetings

Thursday, December 7th - (Monterrey) - ATO Briefing, Tabletop Meetings, Retail Tour

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 fit 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
- Hotel lodging - 3 Days in Mexico City, and 2 days in Monterrey
- Participation fee covers airfare between Mexico City and Monterrey
- Interpreters available at each destination where meetings occur

Participation Fee: $750

Registration Deadline: October 20, 2023

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented and Snack Foods

BUYER AUDIENCE

Colombia | Mexico | Panama