

## OUTBOUND MISSION

# 2018 CENTRAL AMERICA OUTBOUND MISSION TO PANAMA CITY, PANAMA IN CONJUNCTION WITH THE OUTBOUND MISSION TO MEXICO CITY, MEXICO

Sunday, Jun 10 - Friday, Jun 15, 2018

Registration: Tuesday, Feb 20 - Monday, Apr 30, 2018

📍 Panama City, Panama | Panama

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

## EVENT DETAILS

The Idaho State Departments of Agriculture and the New Mexico Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity: Outbound Trade Mission to Panama and Mexico.

### Latin America Consumer Oriented Outbound Trade Mission to Panama City, Panama and Mexico City Mexico ~ June 10-15, 2018

This will be an excellent opportunity for companies to learn more about the growing markets of **Panama and Mexico**.

The U.S.-Panama Trade Promotion Agreement (Panama TPA) entered into force Oct. 31, expanding market access for U.S. agricultural exporters in one of the fastest-growing economies in Latin America. The Panama TPA is the last in a trio of trade agreements (South Korea and Colombia are the others) that altogether are expected to boost U.S. agricultural exports by \$2.2 billion when fully implemented.

The Panama TPA implementation is especially exciting news for U.S. agriculture since Panama is already an important market for American farmers, ranchers and producers. The country imports 60 percent of its food products from the United States.

Mexico continues to be one of the most important markets for Western U.S. companies. In 2016, U.S. food and agricultural exports to Mexico totaled \$17.9 billion &mdash up 64 percent from 2006. Mexico currently ranks third among U.S. Agricultural Export markets. Mexico has the second largest economy in Latin America, just behind Brazil. Trade is evolving towards more modern and sophisticated offering, as retailers are increasing their distribution and differentiation of food and beverages.

WUSATA will recruit 12 companies to travel to Panama City, Panama and Mexico City, Mexico to meet with buyers interested in purchasing Western U.S. products. Companies will meet one-on-one with importers, distributors, retailers, and restaurant/hotel purchasing decision makers to showcase product samples and discuss product preferences and characteristics. All participants will also receive a market briefing and overview of retail and distribution channels in the market.

### Benefits from participating in the activity:

- Meet one on one with pre-qualified buyers, importers, and distributors
- Showcase your retail and food service items
- Participate in market briefings, trade visits, facility and retail tours

### Company delegates will also provide their own:

- International airfare **into Panama City, Panama (arriving no**



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Fresh Fruits and Vegetables, Consumer Ready Products, Specialty Foods, Food Service Products, Snack Foods, Dairy, Meats, Health Foods, Beverages, and Wine

## INDUSTRY FOCUS

Food Service Products

Produce

Retail Products

**later than June 10th) and returning from Mexico City, Mexico (on or after June 15th)**

- Meals and incidental expenses
- **Arrangement for product samples**

**WUSATA will provide:**

- Up to five nights lodging at designated mission hotel
- Coordinated group transportation
- Custom one-on-one appointments with pre-qualified buyers
- Interpreters where need for business meetings
- A market briefing in each location and market tours
- Airfare between Panama City and Mexico City

**Activity Information: PLEASE NOTE..... you will need to click BOTH the Mexico and the Central America ticket when registering**

There is a **\$300** "per company" participation fee for this activity. **SPACE IS LIMITED**: One participant per company is eligible for WUSATA sponsorship. Additional company representatives who would like to attend at their own cost should contact one of the project managers for approval of attendance.

**Tentative Agenda:**

Sunday, June 10th : Arrive in Panama City, Panama

Monday, June 11th: ATO Market Briefing, One-on-One meetings, Market Tours

Tuesday, June 12th: One-on-One meetings, Depart for Mexico City, Mexico

Wednesday, June 13th: ATO Briefing in Mexico City, Mexico One-on-One meetings

Thursday, June 14th: One-on-One meetings, market tours

Friday, June 15th: Depart to U.S. or continue on your own