

## OUTBOUND MISSION

# 2019 MEXICO HRI FOODSERVICE OUTBOUND TRADE MISSION

Monday, Jun 10 - Thursday, Jun 13, 2019

Registration: Wednesday, Mar 20 - Friday, Apr 26, 2019 | 12:00 PM

📍 Mexico | Mexico | North America

<https://www.wusata.org/e/YRE3AE8>

## 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 HRI/Foodservice Outbound Trade Mission - June 10-13, 2019

In 2017, the U.S. exported over \$18.6 billion of agricultural and food products to Mexico, which resulted in a 4.5 percent increase within the retail food sector. Mexico is one of the largest and most consistent markets for U.S. agricultural products. With the geographical advantage, Mexico provides excellent opportunities for U.S. exporters to experience potential growth in this already proven market.

#### 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
- Show off your product's unique qualities by including them in our chef-demonstrations, which will be held at culinary institutes in each city
- Gather current market intelligence, consumer preference, and trend information directly from the source

#### WUSATA will provide:

- In-country airfare for 1 company representative
- Lodging paid for 1 company representative (up to 5 nights at Federal Government per diem rates)
- Interpreters as needed
- Coordinated group ground transportation

#### Event Itinerary:

June 9: Arrive Mexico City

June 10: Market Brief, Table top B2B and 1:1 Site Visits in Mexico City

June 11: Trade Visit and 1:1 Site Meetings in Mexico City

June 12: Fly to Cancun. Visit Expotel Tradeshow

June 13: Foodservice brief, Table top B2B and Trade Visits in Cancun.

June 14: Depart Cancun



## PRODUCT DESCRIPTION

**Suitable value-added products include, but are not limited to:** Fresh fruits & vegetables, consumer ready products, food service products, snack foods, dairy, meats, health foods, beverages, and wine

## INDUSTRY FOCUS

Food Service Products

Produce

Retail Products