INBOUND MISSION

2024 LATIN AMERICA CONSUMER ORIENTED INBOUND TRADE MISSION TO CA & NV

Monday, Aug 19 - Friday, Aug 23, 2024
Registration: Wednesday, Jun 5 - Thursday, Aug 15, 2024
CA & NV | Mexico | Latin America

https://www.wusata.org/e/1POQYWB

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 15 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:

2024 Latin America Consumer Oriented Inbound Mission

Las Vegas & Reno, Nevada, Sacramento, San Francisco/Oakland, & Los Angeles, California

August 19-23, 2024

Latin America is a highly developed nation with a strong middle class and growing health - sensitive population. Its consumers are increasingly looking for ready-to-cook and ready-to-eat options. Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Latin America.

Buyers will likely not be focused on alcoholic beverages for this activity.

This activity is being held in conjunction with Latin America Consumer Oriented Trade Mission, please sign up for both activities. When registering for both inbound activities, be sure to select the same meeting time for each activity. A link to the other activity can be found here.

Itinerary:

August 19th - **Las Vegas** - Tabletop Buyers Meetings
August 20th - **Reno** - Tabletop Buyers Meetings
August 21st - **Sacramento** - Tabletop Buyers Meetings
August 22nd - **San Francisco / Oakland** - Tabletop Buyers Meetings
August 23rd - **Los Angeles** - Tabletop Buyers Meetings

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Latin America
- Evaluate how your product fits 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

Participation Fee: $25

Registration Deadline: August 15, 2024

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit / Nut, Frozen Foods (berries), Beverages, and Wine

INDUSTRY FOCUS

Consumer Oriented **Retail Products**

BUYER AUDIENCE

Mexico