

HRI Outbound Trade Mission to Mexico

June 8-13, 2014

Mexico City and Cancun, Mexico

Event Benefits:

- Meet one-on-one with buyers in the hotel & restaurant industry
- Showcase your products at trade receptions & industry events
- Participate in ATO market briefings and retail tours

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

This event is an excellent occasion for companies that wish to take advantage of growing opportunities in Mexico's foodservice industries. Mexico's HRI sector has seen strong growth in recent years and remains a top 10 tourist destination worldwide. Investment in the hotel industry and continued growth in tourism provides great opportunities for U.S. companies to provide foodservice items to this growing sector.

Companies will be provided: Lodging paid for by WUSATA (up to 6 nights at the Federal Government per diem rate) for 1 company representative, coordinated group transportation between cities, interpreters (as needed) and other value added services.

Products of Interest*:

Suitable products include, but are not limited to:

Fresh Fruits and Vegetables, Consumer Ready Products, Food Service Products, Snack Foods, Dairy, Meats, Health Foods, Beverages, and Wine.

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

May 23, 2014

Participation Fee:

\$250.00

Managing States:

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To Register:

[login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!