

INBOUND MISSION

2017 MEXICO PRODUCE INBOUND TRADE MISSION TO WA, CA

Monday, Jul 24 - Friday, Jul 28, 2017
Registration: Wednesday, Apr 5 - Wednesday, Jul 19, 2017
CA, WA | Mexico | North America

EVENT DETAILS

Meet with buyers in the growing SE Asia market at this Inbound Trade Mission. The Inbound Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Mexico Inbound Produce Trade Mission to Washington and California ~ July 24 - 28, 2017

This event will be held in conjunction with WUSATA's Southeast Asia and Central America Inbound Produce Trade Missions (please also register to meet with these buyers):

More than 15 buyers from over three countries will travel to Washington and California to meet with fresh produce suppliers. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their facilities for field production and processing tours.

Mexico: Mexico's \$2.2 trillion economy is oriented toward international trade and the manufacturing sector. It is the second largest economy in Latin America, just behind Brazil. Mexico stands as the second-largest export market and third-largest source of imports for the United States. In 2015, Mexico imported products totaling \$187.3 billion from United States. The U.S. supplies 47.4% of the total imports coming to the country. This represents the high level of receptiveness towards U.S. products.

By joining these free missions you will participate in market briefings with industry leaders, and meet with pre-qualified buyers in one-on-one table-top meetings, or have the opportunity to host your own facility tour.

Benefits of Participation:

- Connect with pre-qualified fresh produce buyers representing Mexico that are hand-selected by WUSATA's in-country contractor
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail, wholesale and e-commerce buyers personally
- 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

Proposed Itinerary:

July 24, Monday - Yakima, WA - One-on-one meetings / Facility Site Visits

July 25, Tuesday - Wenatchee, WA - One-on-one meetings / Facility Site Visits

July 26, Wednesday - Delegation departs Yakima, WA to Fresno, CA



PRODUCT DESCRIPTION

Product Focus: Fresh Produce

INDUSTRY FOCUS

Produce

July 27, Thursday - Fresno, CA - One-on-one Table top meetings

July 28, Friday - Fresno & surrounding area Facility Site Visits

Participation Fee: This activity is Complementary