

OUTBOUND MISSION

2017 MEXICO FOOD SERVICE OUTBOUND TRADE MISSION

Monday, Jun 19 - Friday, Jun 23, 2017
Registration: Wednesday, Jan 11 - Friday, May 19, 2017
Mexico City and Cancun Mexico | Mexico

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

HRI Outbound Trade Mission to Mexico ~ June 19-23, 2017 ~ México City and Cancún, México

This is an excellent opportunity for companies to take advantage of growing opportunities in Mexico's hospitality and foodservice industries. Mexico's HRI industry has seen strong recovery in recent years following the global economic downturn, and Mexico remains a top ten tourist destination worldwide. Investment in the hotel industry and continued growth in tourism provide targeted opportunities for U.S. companies to provide foodservice items to this growing sector.

The trade mission will travel to **México City and Cancún, México**. In each location, **individual meetings will be set up with key buyers, importers, and distributors** in the foodservice industry. Chef demonstrations featuring participating company products will be offered through culinary institutes in each market.

Benefits from participating in the activity:

- Meet one on one with pre-qualified buyers, importers, distributors, food/beverage directors, chefs and other decision-makers in these destinations
- Showcase your retail and food service items
- 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
- Targeted, pre-mission webinar to help you prepare your company and your product for success in this burgeoning market

Activity Information:

There is a \$250 "per company" participation fee for this activity.

Company delegates will also provide their own:

- International airfare (**arriving no later than June 18th in Mexico City) and returning from Cancun on or after June 23rd**)
- Meals and incidental expenses
- Arrangement for and shipments of product samples.
- Airfare between Mexico City and Cancun. Project Managers will provide a recommended flight.

WUSATA will provide:



PRODUCT DESCRIPTION

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

INDUSTRY FOCUS

Food Service Products Natural/Health Produce Retail
Products

- Up to five nights lodging at designated mission hotel
- Coordinated group transportation
- Custom one-on-one appointments with pre-qualified buyers
- Interpreters where needed for business meetings
- A market briefing covering each region, including an economic overview, as well as foodservice industry facts
- Market analysis on specific products
- Company profiles for relevant contacts in Mexico
- Site visits and market tours in each city