

INBOUND MISSION

2016 MEXICO SPECIALTY BEVERAGE AND FOOD INBOUND MISSION TO CO/NM

Monday, Oct 3 - Friday, Oct 7, 2016

Registration: Thursday, Jul 14 - Wednesday, Sep 28, 2016
Colorado, New 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, which is brought to you by the USDA's Foreign Agricultural Service:

Mexico Specialty Beverage & Food Inbound Mission to Colorado, New Mexico ~ October 3-7, 2016

Meet buyers from the United States' third-largest agricultural export market during this unique Inbound Trade Mission to New Mexico and Colorado. Mexico buyers will be carefully chosen, and tailored to your company's product and exporting needs, taking the guesswork out of finding the right buyer, importer and distributor. You will have the opportunity to sit down face to face and discuss how your product will fit in the Mexico market. Not only will buyers learn more about your product, but they can advise on distribution channels, consumer preference, labeling and much more.

Participants can choose to meet with Mexico buyers during pre-arranged 1:1 meetings and site visits at select locations in Las Cruces/Albuquerque, New Mexico and Denver, Colorado. Also, as an added benefit of participation, Mexico buyers will be attending the **Great American Beer Festival**, providing registered participants, who are exhibitors, an additional opportunity to promote and show case food and/or craft beverages.

[This Inbound Trade Mission will fill up quickly, so register now by clicking the buttons below.](#)

Benefits of Inbound Trade Mission Participation:

- Meeting one-on-one with pre-qualified buyers
- Promote and showcase your products while learning buyer preferences
- Learn more about Mexico's market, regulations, and how to locate the best buyer for your product
- Share your insight with buyers on the quality and availability of Western US products

Proposed Itinerary:

- October 3rd – 1:1 meetings and site visits, Las Cruces, NM
- October 4th – 1:1 meetings and site visits, Albuquerque, NM
- October 5th – 7th – 1:1 meetings and site visits in/near Denver



PRODUCT DESCRIPTION

Suitable Products include but not limited to: Alcoholic beverages and hospitality food items, to include craft beer, wine, spirits, mixers, beverage ingredients/garnishes, complementary snacks, and more.

INDUSTRY FOCUS

Food Service Products

metro area

- October 6th & 7th - Mexico buyers will be attending the **Great American Beer Festival** (evening hours 6-10pm)

Participation Fee: There is no cost for this event