

OUTBOUND MISSION

2016 MEXICO VALUE ADDED OUTBOUND TRADE MISSION

Monday, Jun 13 - Friday, Jun 17, 2016
Registration: Monday, Feb 29 - Saturday, May 28, 2016
Mexico City and Monterrey, Mexico | Mexico | Latin America

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:

Value-Added Products Outbound Trade Mission to México ~ June 13 - 17, 2016

Join this Outbound Trade Mission to México and introduce decision-makers to your company and product in order to begin or expand your exports to México. México is the United States' third-largest agricultural export market with over \$19.5 billion in U.S. export sales in fiscal year 2014. With a population of over 116 million people and the highest per capita income in Latin America, México's economy and demand for U.S. products continues to grow.

The mission activities will include one-on-one meetings with pre-qualified buyers, importers, and distributors in México City and Monterrey. USDA Foreign Agricultural Service staff will present current market intelligence including a market overview, trends in the marketplace, and sector-specific strategic recommendations.

The delegation will have one-on-one business meetings and product showcases in México City, and Monterrey. Previously the delegation was to travel to Laredo, Texas for a Port of Laredo tour. Rather than travel to the port of entry itself, industry representatives including Port Authority staff will present an Import Seminar with customs agents offering a question & answer session on overcoming the hurdles of exporting to Mexico. Additional presenters will include retail and wholesale buyers, Agriculture Trade Office staff and others.

- México City June 13-15 - Market briefing, market tours, one-on-one meetings
- Monterrey June 16-17 - Market briefing, market tours, one-on-one meetings, plus an Import Seminar

****This activity is FundMatch eligible****

Benefits to your company include:

- Meeting one-on-one with pre-qualified buyers, in México City and Monterrey, that are seeking suppliers in your product category
- Gaining in-market experience and market intelligence while building buyer relationships and promoting your product at trade receptions, site visits and buyer/seller matchmaking meetings

WUSATA will provide:

- Custom one-on-one appointments with pre-qualified buyers
- Coordinated group transportation to meetings
- A market briefing, market tours, one-on-one meetings, and a



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Consumer-ready products for wholesale, retail, hospitality, and fresh markets. Products are not limited to these categories, however the following are typical for a consumer-oriented products focus: fresh, frozen and dried fruit and vegetables, nuts and nut products, packaged foods, beverages, food service items, dairy, seafood, meats, and other value-added products

INDUSTRY FOCUS

Food Service Products

Produce

Retail Products

Seafood

- product showcase in each location
- Import Seminar in Monterrey
- Airfare between México City and Monterrey
- Up to six nights lodging at U.S. Government per diem rates at designated hotels
- Shipment of up to 50 pounds of product samples

Company delegates are responsible for:

- International airfare into México City (arriving no later than June 12) and returning from Monterrey (on or after June 17)
- Meals and incidental expenses

Cost of Participation: \$250 per Company

Note: One participant per company. Limit one representative per company – additional company delegates may participate at their own expense. To add more participants, please contact the project managers.