

INBOUND MISSION

2015 MEXICO: DRY-GROCERY INBOUND TRADE MISSION TO CO/NM

Monday, Aug 24 - Thursday, Aug 27, 2015
Registration: Wednesday, Apr 22 - Monday, Aug 17, 2015
New Mexico & Colorado | 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, which is brought to you by the USDA's Foreign Agriculture Service (FAS):

Mexico: Dry-Grocery Inbound Trade Mission August 24-25 | Albuquerque, New Mexico August 26 | Denver, Colorado

Highlight your products to a delegation comprised of leading grocery buyers!

Here is an excellent opportunity for companies to begin or expand exports in the Mexico market. Our neighbor to the south is the United States' third-largest agricultural export market, and had U.S. sales of food and farm products total a record setting \$19.5 billion in fiscal year 2014. This accounts for nearly 13 percent of all U.S. agricultural exports that year. With a population of over 116 million residents, the highest per capita income in all of Latin America, and the fifth largest emerging global market, Mexico's economy continues to thrive and strengthen.

Benefits from joining in the activity:

- Meet one-on-one with pre-qualified buyers, importers & distributors
- Feature your product and obtain direct insight/feedback from experienced Mexico buyers
- Gain market share in the 3rd largest export market for U.S. agricultural goods

Event participants also will be able to forge relationships with potential customers/trading partners and gather market intelligence that will help them develop strategies to start or expand sales in this key market.



PRODUCT DESCRIPTION

Product of Interest: Dry-grocery items including, but not limited to: wheat and wheat-based baking products, mixes and ingredients, corn and corn-based cooking products, dried beans, popcorn and more.

INDUSTRY FOCUS

Retail Products