

INBOUND MISSION

2012 MEXICO: MX & LATIN AM. PRODUCE INBOUND MISSION

Monday, Jul 9 - Thursday, Jul 12, 2012
Registration: Monday, May 14 - Friday, Jul 13, 2012
Washington & California | United States of 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:

- **Mexico & Central America "Fresh Produce" Inbound Buying Mission - CA & WA** July 9 - 12, 2012.

This will be an excellent opportunity for companies to participate in the growing markets of Mexico and Central America. A delegation of importers and retail buyers will travel to Washington and California for meetings and facility tours. The delegation will be comprised of importers and retailers from Mexico and Central America. This will be an excellent opportunity for companies to network and establish contacts with key buyers from Mexico and Central America. These buyers will be available for meetings with companies on the following dates: July 9th and 10th in Washington and July 11th and 12th in California. Meeting times are limited and are offered on a first-come first served basis, so we encourage you to register early. Benefits from participating in the activity:

- Meet one-on-one with pre-screened, importers and retail buyers from Mexico and Central America for high quality fresh US produce items
- Showcase your products, and discuss how they can fit into the purchasing plans for these companies
- Gain information about importer/buyer needs and preferences

** Please note that two evaluations will be requested for EACH MARKET. ** (two



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Produce