

OUTBOUND MISSION

2015 MEXICO: RETAIL OUTBOUND TRADE MISSION TO MEXICO

Monday, Oct 5 - Friday, Oct 9, 2015

Registration: Monday, Jul 20 - Monday, Sep 21, 2015

Mexico City and Monterrey | Mexico | Latin America

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service.

Retail Outbound Trade Mission to Mexico: Mexico City and Monterrey, Mexico - October 5-9, 2015

This is an excellent opportunity for companies to begin or expand exports into the Mexico marketplace. Our neighbor is currently 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 more than 116 million people and the highest per capita income in Latin America, Mexico's economy and demand for quality U.S. products continues to grow.

Benefits from participating in the activity:

- Meet one-on-one with buyers, importers, and distributors in the retail industry
- Feature your products at business receptions for importers and corporate chefs
- Participate in ATO market briefings, trade visits, and retail tours

WUSATA will be provide:

- Custom one-on-one meetings with pre-qualified buyers
- Individual interpreter for each company during buyer meetings, as needed
- Hotel accommodations for one company representative (up to 5 nights at per diem rate)
- Ground transportation for official meetings and events
- Shipping costs for product samples (one 50 lb. case)

Participant companies will provide their own:

- International airfare
- Meals and incidental expenses



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.

- **Suitable products include, but are not limited to:** Consumer ready products, snack foods, dairy, meats, health foods, beverages, food service

INDUSTRY FOCUS

Food Service Products

Retail Products