

INBOUND MISSION

2016 MEXICO RETAIL ORIENTED INBOUND TRADE MISSION TO CA/ID

Monday, May 23 - Friday, May 27, 2016
Registration: Wednesday, Mar 9 - Thursday, May 19, 2016
Idaho, California | Mexico | Latin America

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the California and Idaho State Departments of Agriculture, announce participation and registration in the following activity:

Mexico Retail Inbound Buying Mission to Idaho and California ~ May 23 - 27, 2016

Idaho: May 23-24, 2016 **California:** May 25-27, 2016

This event is designed for Western U.S. companies interested in the Mexico market to meet one-on-one with qualified retail buyers.

The Mexico market continues to be a growth market with one of the best opportunities in the world for U.S. exports of food products. Mexico is the United States' 3rd largest market and agricultural exports to Mexico reached \$18.5 billion in 2015, performing better than the market average in South America and the Caribbean. Overall, Mexico's top trade partner is by far the United States, which imports 79% of all Mexican exports and provides Mexico with 50% of its total imports and continues to see solid export growth in the market's consumer-oriented product segment.

The trade mission will travel to Idaho and California. In each location, individual meetings will be set up between key buyers, importers and distributors of food service and retail items with participating companies.

Benefits from participating in the activity:

- Meet one-on-one with pre-qualified buyers, importers, and distributors from Mexico.
- Showcase your products and gain insights into buyers' needs and preferences.
- Expand your foreign market sales to Mexico.

Don't miss this excellent opportunity to reach new buyers from Mexico!!

Space is limited. WUSATA encourages companies to register early for this mission as activities in this market usually fills up quickly.

For facility tours in San Francisco, please register on the wait list. Project managers will determine the best locations for the buyers' travel schedules, and contact you if your facility is chosen for the agenda

There is no cost to participate in this activity!



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Shelf-stable processed foods, fresh and frozen items, beverages and snack foods

INDUSTRY FOCUS

Retail Products

