

## OUTBOUND MISSION

# 2019 USDA OUTBOUND TRADE MISSION TO MEXICO

Wednesday, Nov 6 - Friday, Nov 8, 2019

Registration: Tuesday, Aug 6 - Friday, Aug 23, 2019 | 12:00 PM  
Mexico City | Mexico | North America

<https://wusata2.avibe-stag.com/e/Z9IVFKR>

## EVENT DETAILS

### 2019 USDA Outbound Trade Mission to Mexico

WUSATA is partnering with the U.S. Department of Agriculture on a trade mission to Mexico in November 2019.

Mexico has long been a top market for U.S. farm and food products – and the new U.S.-Mexico-Canada Agreement promises to unlock even greater opportunities for American exporters. Come along and explore those opportunities when the U.S. Department of Agriculture leads a trade mission to Mexico City November 6-8, 2019.

At one time, Mexico was primarily a bulk commodity market, but its growing economy and population are driving demand for high-value, consumer-oriented foods, which now are now the largest category of U.S. agricultural exports to Mexico.

Currently, our southern neighbor is the #1 export market for U.S. corn, dairy, poultry and eggs, sugar and sweeteners, distillers dried grains, and rice. It also ranks among the top destinations for an assortment of processed foods and beverages, as well as other key products including soybeans, beef, pork, wheat, and fresh fruits and vegetables.

Don't miss this chance to grow your export business by connecting with potential customers and learning the ins and outs of doing business south of the border.

#### Benefits of participation:

- One-on-one buyer meetings
- Market briefing
- Retail tours
- Trade networking reception

Participation is contingent upon USDA review.

**Participation Fee:** \$400

#### Participating Companies must complete the following:

Step 1: Complete registration on the WUSATA website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

**Registration Deadline:** August 19, 2019 (no refunds if canceled after this date)

**FundMatch®** can help boost your international marketing budget



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans and soybean oil, fresh fruits and vegetables, processed fruits and vegetables, tree nuts, cotton, hides and skins, hay, distiller grains, prepared food, snack foods, condiments & sauces, spirits, oilseeds, feeds & fodders and fish products.

### INDUSTRY FOCUS

|                       |                 |                |         |
|-----------------------|-----------------|----------------|---------|
| Food Service Products | Ingredient      | Natural/Health | Organic |
| Produce               | Retail Products | Seafood        |         |

with 50% cost reimbursement on eligible international marketing expenses. Please contact WUSATA for more information.