Mexico Outbound Trade Mission

Mexico will remain an important and growing export market for U.S. agricultural products as its economy and middle class develops and expands. U.S. exports of prepared grocery foods grew by nearly $100 million over the last 5 years. Based on size, market growth rate and the U.S. competitive position in the market, the following products have the greatest potential in Mexico: corn, red meats, coarse grains, dairy products, poultry and egg products, wheat, consumer-ready food products, and fresh fruits and vegetables.

SUSTA is introducing a new event in Mexico this year! This Outbound Trade Mission offers the unique opportunity. SUSTA will take southern U.S. companies to Mexico City and Monterrey to better understand the market and meet with key contacts of the retail and foodservice industry. Both established exporters and new to export companies can get a glimpse of the Mexican market in a more accessible way by signing up for this outbound trade mission.

Participation Fee: $600
Early Bird Discount: $400 (if you register and pay before January 17, 2021)

Fee Includes:
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Market Briefing & Tour;
- Interpreter Services;
- In-country transportation to meeting locations;
- Pre-Arranged One-on-One Meetings

Registration Deadline: March 17, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA’s 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: Suitable products include, but are not limited to: Meat, Snack Foods, Dairy, Tree Nuts, Fresh and Processed Fruits and Vegetables, Prepared Foods, Condiments and Sauces, Pet food

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.