



Mexico Virtual Trade Mission

Virtual
June 14-18, 2021

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.

Please join SUSTA on this Virtual Trade Mission! This is a great opportunity to explore the Mexican market and meet with Mexican buyers without leaving your home! Imalinx, our Mexican consultant, will conduct market research regarding your products and will provide a Market Assessment prior to the mission. The Mission will start with a webinar to discuss the Mexican Market, after which you will have meetings with buyers. Following the mission, Imalinx will follow-up with you and with the Mexican buyers to help facilitate additional connections. Join us for this exciting opportunity in the Mexican market!

Participation Fee: \$25

Important Dates:

- May 10th – 14th: Market Assessments delivered to companies
- Week of June 14th: Mandatory Webinar (June 14th) & Virtual Trade Mission
- July: Follow-up on meetings with Imalinx

Fee Includes:

- Customized Market Assessment
- Webinar on Mexican Market
- One-on-one meetings with Mexican buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation*

***No fresh or frozen samples permitted, literature welcome in place of samples**

Registration Deadline: May 1, 2021 (No refunds for cancellation after this date)

Industry Focus: Ingredients, Natural/Health, Organic, Retail Products

Product Description: Alcoholic Beverages, Breakfast Cereals, Condiments and Sauces, Fresh Fruit & Vegetables, Health & Convenience Foods, Processed Fruits and Vegetables, Processed Meat Products & Snack Foods

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