



SUSTA
Southern United States Trade Association

Mexico Outbound Trade Mission

Mexico City & Monterrey, Mexico
October 10-13, 2022

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.

This Outbound Trade Mission offers the unique opportunity for our companies! SUSTA will take our Southern exporters 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 June 10, 2022)

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

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: August 10, 2022 (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

Activity Managers:

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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.

