



South America Inbound Trade Mission to the PLMA Show

Chicago, IL
November 14, 2026

Connect directly with private label importers from across South America during this trade mission to the Private Label Manufacturers Association (PLMA) trade show in Chicago. Gain firsthand market insights and build relationships with key decision-makers in these key South American markets:

Colombia – A market of more than **53 million consumers** and one of the United States’ most important trading partners under the U.S.–Colombia Trade Promotion Agreement. In 2024, Colombia imported approximately **\$4.5 billion in U.S. agricultural products**, making it a major destination for U.S. food exports. Rapid expansion of modern retail and hard-discount formats is driving strong demand for private label products, particularly in packaged foods, dairy, bakery, and staple categories.

Chile – A high-income market of nearly **20 million consumers** with strong purchasing power and a well-developed retail sector. Private label products are widely accepted and continue to grow as consumers seek value-oriented alternatives without sacrificing quality. With zero tariffs under the U.S.–Chile FTA and U.S. agricultural exports totaling approximately **\$864 million in 2024**.

Peru – A market of over **34 million consumers** where expanding modern retail is accelerating demand for private label products. Duty-free access under the U.S.–Peru Trade Promotion Agreement supports attractive pricing and reliable supply from U.S. manufacturers. In 2024, U.S. agricultural exports to Peru reached approximately \$889 million, demonstrating strong import demand and potential for long-term private label partnerships.

The mission will take place during the show set-up day for PLMA. Don’t miss this opportunity to grow your private label business internationally.

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from South America
- This opportunity **does not** include booth space or a pass to the trade show floor.

Registration Deadline: **September 14, 2026** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA’s Global Events (events@susta.org) team upon registration.

Industry Focus: Dairy and dairy ingredients; packaged grocery and staple foods; snack foods; shelf-stable processed foods; sauces and condiments; confectionery; non-alcoholic beverages; nuts and nut products; pet food; and other value-added consumer food products suitable for private label programs

Product Description: Cheese and shelf-stable dairy products, dry goods such as rice, pasta, beans, and cereals; cookies, crackers, and chips; canned and packaged foods; ready-to-eat shelf-stable meals; sauces and dressings; chocolate and candies; bottled or powdered beverages; nuts and trail mixes; and packaged pet food.

Activity Managers

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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