



## Mexico Virtual Trade Mission

Virtual  
August 20, 2020

The US is Mexico's largest supplier of consumer oriented agricultural products, accounting for 50% of total imports within that respective category. The business climate has improved in the Mexican market as consumers are spending more on food and beverage. As more women continue to enter the workforce and double income households becoming the norm, in addition to growing concerns for food safety and nutrition, there is going to be an increase in demand for consumer ready and convenience food items.

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 up to 5 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:** \$25.00

### Important Dates:

- Week of August 10<sup>th</sup> – August 14<sup>th</sup>: Market Assessments delivered to companies
- August 20<sup>th</sup>: Mandatory Webinar & Virtual Trade Mission
- September: 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: June 26, 2020 (No refunds for cancellation after this date)**

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

**Product Description:** Gluten Free Products, Organic Products, Nuts, Dairy Products, Prepared Foods, Sauces & Condiments, Snack Foods, Beverages & Juices, Condiments, Ethnic Foods

### Manager

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