



SUSTA
Southern United States Trade Association

Expo Antad & Alimentaria 2021

Guadalajara, Mexico
October 18-20, 2021

Mexico is one of the fastest growing agricultural markets representing great potential for U.S. agricultural products. It is currently the second largest market for U.S. exports. In 2018, U.S. exports to Mexico topped \$20 billion of agricultural exports. High-value, consumer-oriented products such as dairy and livestock products, fruits, nuts, and processed foods account for the largest share of U.S. agricultural exports to Mexico and were valued at \$8.6 billion in 2018. Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value. With the ratification of the USMCA, U.S. companies are in a great position to succeed in the market.

U.S. consumer-ready exports to Mexico have grown across multiple product categories. This activity focuses on a selection of these categories, such as processed fruit and vegetables, breakfast cereals and mixes, condiments, processed meat products, snack items and alcoholic beverages. The interest in healthy options in many categories is also on the rise.

Participation Fee:

Corner Booth: \$1,401; **Early Bird Special:** \$1,201 (if you register and pay by May 18, 2021)

In-line Booth: \$1,161; **Early Bird Special:** \$961 (if you register and pay by May 18, 2021)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services (must be requested in advance)
- Pre-arranged one-on-one meetings
- An allowance of up to 50lbs of sample shipment costs for samples from a US consolidation point to the show using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances.*

Registration Deadline: July 18, 2021 (No refunds for cancellation after this date)

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

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

Activity Managers:

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