



Expo Antad & Alimentaria 2027

Guadalajara, Mexico

April 27-29, 2027

**Set up day is April 26*

Mexico remains a strong and reliable export market for U.S. companies. With a long land border and an expansive history of trade partnership, Mexico is a prime market for export opportunity. Mexican importers are familiar with U.S. business practices, and Mexican consumers recognize U.S. brands and labels as consistent, high-quality, and high value. As of 2025, Mexico ranks as the top export market for U.S. agricultural products with a value of \$30.62 billion, making it a top destination for U.S. made premium food and beverage products.

U.S. consumer-ready exports to Mexico have grown in many product categories. This activity focuses on some of these categories, such as processed fruit and vegetables, breakfast cereals and mixes, and condiments, processed meat products, snack items and alcoholic beverages.

Participation Fee:

- **Corner Booth:** \$1,531; **Early Bird Special:** \$1,331 (if you register and pay by November 27, 2026)
- **In-line Booth:** \$1,331; **Early Bird Special:** \$1,131 (if you register and pay by November 27, 2026)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Pre-arranged one-on-one meetings
- Interpreter services (must be requested in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

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

Registration Deadline: February 27, 2027 (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: 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

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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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 \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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