



## Expo Antad & Alimentaria

Guadalajara, Mexico  
March 6-8, 2018

Mexico is a growth market with excellent opportunities for U.S. products. Aside from proximity, Mexican consumption patterns are expected to change as more than half of its population is under the age of 35, and 78% of the population lives in urban areas. These demographics coincide with an increase in level of disposable income and consumption of food and beverages. Furthermore, given the integration of both economies, Mexican consumers recognize and associate US brands with high, consistent quality and value, therefore this market has a lot of potential for SUSTA region companies.

Mexico's top trade partner is the United States, which imports 80% of all Mexican exports and provides Mexico with 50% of its total imports. In 2015, the United States' major agricultural exports to Mexico were corn (\$2.30 billion), red meats (\$2.18 billion), coarse grains (\$2.74 billion), dairy products (\$1.28 billion), poultry and egg products (\$1.24 billion), wheat (\$650 million), and fresh fruit and vegetables (\$647 million). 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. The interest in healthy options in many categories is also on the rise.

**Fee:** \$1,800 for Corner Booth; \$1,600 for In-line Booth

**Fee Includes:**

- Furnished booth space
- Interpreter services (must be requested in advance)
- 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

*\* Please note that the official day to dismantle booths is Friday, March 9. If you have equipment you are bringing to the show or need to take a lot of samples back with you, the day to do that is Friday and not the last day of the show. Please take this detail into account when booking your travel.*

**Registration Deadline: January 5th, 2018 (No refunds for cancellation after this date)**

**50% CostShare:**

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

**Industry Focus:** Ingredient, 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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