



SUSTA
Southern United States Trade Association

Expo Antad & Alimentaria 2022

Guadalajara, Mexico
May 17-19, 2022

Mexico is the 15th largest economy in the world and the second in Latin America with a GDP of 1.3 Trillion USD, representing one of the most important consumer markets in the world for U.S. products. In 2019, the U.S. provided Mexico with 91 percent of its total imports. Mexican consumers tend to be very family-oriented. The opinion and approval of family members is important in purchasing decisions. Homemakers are generally in charge of selecting and buying groceries based on family needs and preferences. "Millennials" are also an important target segment. They enjoy more information about products such as brand history and production process.

U.S. consumer-oriented exports to Mexico have grown across multiple product categories. This trade show 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 across multiple product categories is also on the rise.

Participation Fee:

Corner Booth: \$1,401; **Early Bird Special:** \$1,201 (if you register and pay by December 17, 2021)

In-line Booth: \$1,161; **Early Bird Special:** \$961 (if you register and pay by December 17, 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: April 15, 2022 (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:

Georgia Dept. of Agriculture

Chris Raasch
Business Analyst
(404)656-3680

Chris.Raasch@agr.georgia.gov

Louisiana Dept. of Ag. & Forestry

Deana Erdey
Assistant Director
(225) 922-2903

DErdey@ldaf.state.la.us

Texas Dept. of Agriculture

Kirby Bohls
Program Specialist
(512) 475-0366

Kirby.Bohls@TexasAgriculture.gov

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org



SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.



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Virtual
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Participation Fee: \$250

Fee Includes:

- Booth space to display products and marketing materials
- A dedicated assistant to showcase participants' products to visitors at the show
- Virtual, scheduled one-on-one meetings with Mexican buyers after the show
- 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*

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

Product Description: Breakfast Cereals, Condiments and Sauces, Fresh Fruit & Vegetables, Health & Convenience Foods, Processed Fruits and Vegetables & Snack Foods; No frozen or chilled foods, please

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