



Mexico Inbound Trade Mission to North Carolina

Greensboro, North Carolina
February 10, 2027

Mexico is the largest export destination for U.S. agricultural products. Total agricultural trade between the United States and Mexico under the United States–Mexico–Canada Agreement (USMCA) reached nearly \$79 billion in 2024, reflecting continued growth and deep integration of bilateral supply chains.

The Mexican Inbound Trade Mission offers the unique opportunity to meet pre-qualified Mexican retail and food service buyers for SUSTA suppliers in North Carolina. SUSTA registered companies will have one-on-one meetings with buyers. Both established exporters and new to export companies can get a glimpse of the Mexican market in a more accessible way by signing up for this inbound trade mission. Meetings will take place in the morning before the Flavors of Carolina trade show or during the show on February 10, 2027, in Greensboro, NC.

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Mexico
- This opportunity **does not** include booth space or a pass to Flavors of Carolina.

Registration Deadline: December 9, 2026 (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: Specialty Food, Food Service, Protein, Ingredients, Natural/Healthy Products, Retail Products

Product Description: Beverages and Juices, Breakfast Cereal, Canned and Process Seafood, Condiments and Sauces, Processed Fruit and Vegetables, Beef and Poultry, Meat Products, Nuts, Snack Foods and Sweets

Activity Managers

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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 \(state.gov\)](https://www.state.gov/smart-traveler)

and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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