



SUSTA
Southern United States Trade Association

Expo Antad & Alimentaria 2023

Guadalajara, Mexico
March 7-9, 2023

Despite COVID-19's negative impact on Mexico's macroeconomy, U.S. agricultural and related products exports to Mexico totaled \$18.9 billion in 2020. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. With the geographical advantage of a long land border and the United States-Mexico-Canada Agreement which eliminated duties on agricultural and food products, Mexico is a natural market for new-to-export U.S. companies. 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: \$1,307; **Early Bird Special:** \$1,107 (if you register and pay by October 7, 2022)

In-line Booth: \$1,057; **Early Bird Special:** \$857 (if you register and pay by October 7, 2022)

Fee Includes:

- 9m² booth and standard furniture package
- Pre-arranged one-on-one meetings
- 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*

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

Registration Deadline: December 7, 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:

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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.

