



# Mexico Inbound Trade Mission to Georgia & Summer Fancy Food

Atlanta, Georgia & New York City,  
New York  
June 25-27, 2026

Mexico continues to be a strong and consistent export market for U.S. companies. As of 2024, Mexico is the top export market for U.S. agricultural products with a value of \$30.32 billion, making it a top destination for U.S. made premium food and beverage products. The Mexican market is very receptive of U.S. products, which are recognized for their high quality and value.

Registering for this event will allow companies to meet one-on-one with qualified buyers from Mexico in either Georgia or in New York the day before the Summer Fancy Food Show and explore the Mexican market at a very low cost.

**This event is taking place in conjunction with the Europe and Japan Inbound Trade Missions to the Summer Fancy Food Show**

**Participation Fee:** \$35.00

- One-on-one meetings in Atlanta, Georgia (June 25)  
**Or**
- One-on-one meetings in New York (June 27)

**Fee Includes:**

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Mexico

**Registration Deadline:** April 25, 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](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Food Service Products, Retail Products

**Product Description:** Suitable products include, but are not limited to: Meat, Snack Foods, Dairy, Tree Nuts, Fresh and Processed Fruits and Vegetables, Prepared Foods, Condiments and Sauces, Pet food

## Activity Managers

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**If you have a question about an event, feel free to contact us at [events@susta.org](mailto: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](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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