



Mexico Inbound Trade Mission to Georgia and Texas

*Atlanta, GA &
Houston, TX
September 17-20, 2018*

The US is Mexico's largest supplier of consumer oriented agricultural products, accounting for 77% of total imports within that respective category. In 2014, the value of SUSTA region value added products reached a record of 5,988,536,018 USD. More recently in 2016, SUSTA region exports to Mexico decreased slightly to 5,002,717,952 USD nevertheless, the business climate has improved in the Mexican market as consumers are spending more on food and beverage. In addition, the US dollar is not as strong as it used to be, a favorable detail for Mexican importers. Also, as double income households become the norm in Mexico and there is a growing concern for food safety and nutrition, there is going to be an increase in demand for consumer ready and convenience food items. According to USDA's experts the Mexican market is experiencing an expansion and these are some of the products with the best sales potential: wine, meat and meat products, and dairy products.

The Mexican Inbound Trade Mission to Georgia and Texas offers the unique opportunity to meet pre-qualified Mexican retail and food service buyers in an inexpensive way for SUSTA region suppliers. 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.

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Mexico
- Travel and accommodations are the responsibility of the company.

Registration Deadline: July 13, 2018 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Pet Food, 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:

Texas Department of Agriculture

Carlos Guerrero, Coordinator for International Marketing
(512) 463-6507
carlos.guerrero@TexasAgriculture.gov

Georgia Department of Economic Development

Priya Verma, Int'l Trade Manager
(404) 962-4124
PVerma@georgia.org

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.

