



Expo Antad & Alimentaria 2024

Guadalajara, Jalisco
March 12-14, 2024

Mexico was the third largest food and agricultural export market for U.S. exporters in 2022 with exports valued at \$29.64 billion. The United States has been able to maintain its number one position in Mexico's agricultural imports with nearly 70 percent market share. U.S. goods exports to Mexico in 2021 were \$25.5 billion. Mexico's current population of roughly 130 million is expected to reach 148.2 million by 2050. While most Mexicans are 35 years of age or younger, demographic trends indicate that by 2050, the majority of Mexico's population will be 40 years or older. Mexico's fast-growing food retail sector continues to offer promising opportunities for U.S. products.

U.S. consumer-ready exports to Mexico have grown in many product categories. This activity focuses on some of these categories, such as processed fruit and vegetables, breakfast cereals and mixes, and condiments, processed meat products, snack items and alcoholic beverages.

Participation Fee:

- **Corner Booth:** \$1,401; **Early Bird Special:** \$1,201 (if you register and pay by October 17, 2023)
- **In-line Booth:** \$1,161; **Early Bird Special:** \$961 (if you register and pay by October 17, 2023)

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 17, 2023 (No refunds for cancellation after this date)

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

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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