



USDA Outbound Trade Mission to Mexico

Mexico City, Mexico
November 6-8, 2019

SUSTA is partnering with the U.S. Department of Agriculture on a trade mission to Mexico City in November 2019. Participants will engage in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Mexican market.

Mexico is a growth market with excellent opportunities for U.S. products. Aside from proximity, Mexican consumption patterns are expected to change as more than half of its population is under the age of 35, and 78% of the population lives in urban areas. These demographics coincide with an increase in level of disposable income and consumption of food and beverages. Furthermore, given the integration of both economies, Mexican consumers recognize and associate U.S. brands with high, consistent quality and value, therefore this market has a lot of potential for SUSTA region companies.

SUSTA has five spots available for this trade mission. Participation is contingent upon USDA review.

Participation Fee: \$400*

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation
- One-on-one meetings with qualified buyers
- Market briefing by local USDA, Foreign Agricultural Service
- Retail tour

Complete the following:

Step 1: Complete the registration on SUSTA's website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

Registration Deadline: August 13, 2019 (no refunds if cancellation after this date)

Product Description: Suitable items include but are not limited to prepared foods, beef and beef products, pork and pork products, fresh fruits and vegetables, processed fruits and vegetables, snack foods, confectionery, organic products, wine, condiments & sauces, spirits, tree nuts, live animals, feeds & fodders, and fish products.

*Companies that participate in the trade mission to Mexico can apply for SUSTA's 50% CostShare program to request 50% reimbursement of participation fee and other expenses. Please contact CostShare@susta.org for more information.

***Itinerary details to follow once provided by USDA**

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