



## **ABASTUR 2017**

Centro Banamex, Mexico City

August 29<sup>th</sup> -Sept. 1, 2017

US suppliers looking into the Mexican food market have an absolute advantage over other suppliers, not only because of the proximity (about 45 border crossings over a 2,000 mile long border) but also because NAFTA has virtually eliminated all duties on agricultural and food products. Furthermore, Mexico is experiencing a series of demographic changes which could increase the demand for US consumer-ready food products. Out of a population of approximately 120 million, 78% lives in urban areas; in turn these urban dwellers are more knowledgeable of US brands and products. At the same time, there is an increase in double income households which tends to affect the consumers' purchasing power.

ABASTUR is known as the one-and-only meeting point in Latin America for companies in the Hospitality industry. This tradeshow is held in Mexico City, and 90% of the buyers are Mexican Hotels, Restaurants and Catering companies, nevertheless, buyers from other countries such as Brazil, Japan and Switzerland also attend. According to the 2015 ABASTUR post-show report, over 93% of attendees are decision makers within their respective companies, coming into contact directly with decision-makers could potentially decrease the time window for completing sales in Mexico.

**Fees:** In-line furnished booth (including lockable cabinet, counter space, etc.) \$800.00

Corner furnished booth (including lockable cabinet, counter space, etc.) \$1,000.00

**Fee Includes:**

- A furnished booth –lockable cabinet, front counter and shelves, interpreter services (if requested in advance) and Up to 50 pounds of shipping from a consolidation point in the U.S. to the trade show through SUSTA's freight forwarder.
- No refunds will be issued for cancellations after the registration deadline.

**Registration Deadline: June 23rd, 2017**

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**Product Description:** Suitable products include, but are not limited to: Meat and poultry, Sauces and condiments, Snack/convenience foods, Packed health/ breakfast foods, Dairy products, and Organic products

**Industry Focus:** Ingredient, Natural/Healthy, Organic, Produce, and Retail products

**Apply now for 50% CostShare** to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about **50% CostShare**.

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