Expo Antad & Alimentaria 2019

Guadalajara, Mexico
March 5-7, 2019

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.

Mexico's top trade partner is the United States, which imports 80% of all Mexican exports and provides Mexico with 50% of its total imports. In 2016, the United States' major agricultural exports to Mexico were corn ($2.30 billion), red meats ($2.18 billion), coarse grains ($2.74 billion), dairy products ($2.55 billion), poultry and egg products ($1.14 billion), wheat ($611 million), and fresh fruit and vegetables ($603.5 million). Mexico's proximity has made tourism and restaurants a dynamic sector for U.S. exports. U.S. tourists like to consume products they are accustomed to at home, thus creating opportunities for U.S. producers. Correspondingly, duties have been eliminated on virtually all consumer-oriented food 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. The interest in healthy options in many categories is also on the rise.

Participation Fee: Corner Booth - $1,018 (if you register and pay by October 5, 2018); $1,218 after
In- line Booth **-** $781 (if you register and pay by October 5, 2018); $981.00 after

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services (must be requested in advance)
- Pre-arranged one-on-one meetings
- 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 5th, 2018 (No refunds for cancellation after this date)

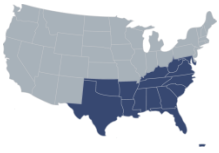
50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Ingredient, 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

Activity Managers:

Georgia Department of Economic Development
Josh Jacob, International Trade Manager
(404) 962-4091
JJacob@georgia.org

Texas Department of Agriculture
Austin Van Hooser, International Program Specialist
(512) 463-9925
Austin.VanHooser @texasagriculture.gov



Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139
www.susta.org, (504)568-5986, susta@susta.org

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