



Central Outbound Trade Mission to Guatemala

Guatemala City, Guatemala
August 9-10, 2023

Guatemala is within the top 20 destinations for U.S. agricultural exports and is the second largest market in the CAFTA-DR region. In 2020, U.S. agricultural exports to Guatemala were valued at \$1.2 billion. Guatemala represents a growing market for U.S. companies and is a country with relative economic stability. U.S. exports of agricultural products to Guatemala in 2020 remained steady at \$1.2 billion, the same total reported in 2019. It is expected that some U.S. agricultural products exported to Guatemala in 2021 will have record export levels.

This Outbound Trade Mission offers the unique opportunity for our companies! SUSTA will take our Southern exporters to Guatemala City, Guatemala to better understand the market and meet with key contacts of the retail and foodservice industry. Both established exporters and new to export companies can get a glimpse of the Guatemalan market in a more accessible way by signing up for this outbound trade mission.

Participation Fee: \$600
Early Bird Discount: \$400 (if you register and pay before April 9, 2023)

Fee Includes:

- Pre-Arranged One-on-One Meetings
- Market Briefing & Tour
- Interpreter Services
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: June 9, 2023 (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: Food Service Products, Ingredient, Natural/Health, Organic, Produce, 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:

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

