



## **Mexico Inbound Trade Mission to Georgia and Texas**

*Atlanta, Georgia & Houston, Texas  
August 10-12, 2023*

Mexico was the third largest destination for U.S. agricultural products in 2020. In 2020, U.S. exports to Mexico topped \$18.4 billion of agricultural exports. Mexico's population is the world's 11th largest at nearly 126 million and Mexico will remain an important and growing export market for U.S. agricultural products as its economy and middle class develops and expands. U.S. exports of prepared grocery foods grew by nearly \$100 million over the last 5 years. The shared border between the United States and Mexico gives U.S. exporters a competitive logistical advantage over other country suppliers and Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value.

The Mexican Inbound Trade Mission to Georgia and Texas offers the unique opportunity to meet pre-qualified Mexican retail and food service buyers in an inexpensive way for SUSTA region suppliers. SUSTA registered companies will have one-on-one meetings with buyers. Both established exporters and new to export companies can get a glimpse of the Mexican market in a more accessible way by signing up for this inbound trade mission.

**Participation Fee:** \$25.00 - One-on-one meetings with Mexican Buyers in Houston, TX (August 10-11)  
\$25.00 - One-on-one meetings with Mexican Buyers in Atlanta, GA (August 12)

**Fee Includes:**

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Mexico

**Registration Deadline: June 10, 2023 (No refunds for cancellation after this date)**

**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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