OUTBOUND MISSION

OUTBOUND MISSION TO MEXICO CITY & MONTERREY

Monday, Oct 5 - Saturday, Oct 10, 2026
Registration: Wednesday, Apr 8 - Saturday, Aug 8, 2026
Mexico City, Monterrey | Mexico

https://wusata.avibe-stag.com/e/AC9R5MD

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in 2026 Mexico Outbound Trade Mission.

2026 Mexico Outbound Trade Mission

Monterrey & Mexico City, Mexico

October 5-10, 2026

Mexico, along with select Central and South American countries represented in this project, presents valuable opportunities for companies new to exporting. As the United States' largest trading partner, Mexico offers significant advantages, including a shared land border that simplifies logistics and reduces transportation costs. In addition, many participating countries maintain free trade agreements with the U.S., creating favorable conditions for market entry and expansion. Participants in this program will benefit from curated, industry aligned connections through pre vetted buyers, engaging in direct B2B meetings across two major business hubs: Mexico City and Monterrey.

Participating Companies will receive:

- Hotel lodging - 2 Nights in Monterrey and 3 Nights in Mexico City
- Airfare between Mexico City and Monterrey
- Interpreters, if needed at the tabletop meetings

Benefits of Participation:

- Evaluate your product's position within the marketplace by analyzing its fit and understanding the competitive landscape through direct engagement with both retail and wholesale buyers.
- Establish connections with pre-qualified buyers, including retailers and consumer-focused importers and distributors from Mexico, as well as additional markets such as Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.
- Identify new business opportunities by sourcing potential buyers for your product, while also strengthening relationships by reconnecting with existing clients.
- Gain valuable, up-to-date market intelligence by collecting insights on consumer preferences, purchasing behavior, and emerging trends directly from industry participants.

Itinerary:

- Oct 05- arrive to MTY
- Oct 06- Meetings in MTY

PRODUCT DESCRIPTION

Dairy, Dried Fruits, Grocery and Retail consumer oriented packed products and snack foods

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Produce | Retail Products

BUYER AUDIENCE

Worldwide

- Oct 07- Meetings in MTY and fly to CDMX
- Oct 08 & 09 Meetings in CDMX
- Oct 10 Departure from CDMX