**INBOUND MISSION**

# 2024 LATIN AMERICA INGREDIENTS & FOOD SERVICE INBOUND TRADE MISSION TO ID & OR

Monday, Aug 12 - Wednesday, Aug 14, 2024
Registration: Wednesday, May 1 - Sunday, Jul 28, 2024
ID & OR | Mexico | Latin America

https://wusata.avibe-stag.com/e/O9SH0G9

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

**2024 Mexico Ingredient & Food Service Inbound Mission**

**Idaho & Oregon**

**August 12 - 14, 2024**

Join us in exploring the vast market opportunities for Western U.S. exporters in Mexico. In 2022, Mexico emerged as the third-largest agricultural export market, with exports valued at nearly $28.5 billion. A significant portion of this market, $3.6 billion or 69 percent, belongs to U.S. exporters within the Western U.S. region.

Mexico's strategic location along with its mature Foreign Trade Agreement, which has eliminated duties on all agricultural and food products, makes it an ideal market for U.S. exporters seeking growth and expansion.

Western U.S. products are primed for success in Mexico, thanks to the already-established recognition of their premium quality and pricing. This existing market awareness ensures that U.S. products can maintain a competitive edge.

**Benefits of Participation:**

- Engage with pre-qualified buyers from Mexico.
- Acquire up-to-date market intelligence, consumer preferences, and trends.
- Participate in face-to-face meetings with buyers from the target market.
- Evaluate your product's market fit and assess the competitive landscape through one-on-one interactions with importers and wholesale buyers

**Itinerary:**

August 12: Idaho
August 13: Idaho
August 14: Oregon

**Cost of Participation:** $25

**Registration Deadline:** July 28, 2024

## PRODUCT DESCRIPTION

food service products, Ingredients

INDUSTRY FOCUS

Food Service Products | Ingredient

BUYER AUDIENCE

Mexico