



Mexico Outbound Mission

Monterrey & Mexico City, Mexico
October 7-11, 2024

Mexico was the third largest food and agricultural export market for U.S. exporters in 2022 with exports valued at \$29.64 billion. The United States has been able to maintain its number one position in Mexico's agricultural imports with nearly 70 percent market share. U.S. goods exports to Mexico in 2021 were \$25.5 billion.

Join SUSTA in this exciting opportunity to meet with Mexican buyers to discuss your products and opportunities in the market! This outbound trade mission will bring SUSTA companies to the market for market tour, a market briefing, and facilitate one-on-one meetings between key Mexican buyers and participating companies, allowing for more in-depth conversations and relationship building.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before June 7, 2024)

Fee Includes:

- Market Briefing & Tour
- In-Country Transportation to Meeting Locations
- Pre-Arranged One-on-One Meetings
- Interpreter Services
- 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: August 7, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Food

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

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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