



Mexico Outbound Trade Mission – Hotel and Food Industry Products

Cancun, Mexico
June 10-11, 2025

Mexico is the second largest food and agricultural export market for U.S. exporters. In 2023, U.S. exports were valued at \$28.64 billion. Mexico’s gross domestic product (GDP) grew by 3.2 percent in 2023, making its economy the 12th largest globally. According to the Government of Mexico, 37 percent of Mexico’s population is middle class, with an aspirational consumer base keen to tap into new food trends. The United States has been able to maintain its number one position in Mexico’s agricultural imports with a compound average growth of 3.9%. Mexico’s tourism industry is a driving force in its economy, leading its food service industry to be valued at over \$80 billion in 2023.

This outbound trade mission will consist of 2 days in a highly visited tourist destination in Mexico where premium products are in high demand and imported products are commonly found throughout the region. This mission provides companies with the opportunity to walk the ExpHotel show, which is the premier business forum of the hospitality industry in Mexico.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before March 7, 2025)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing & tours
- In-country transportation to meeting locations
- Interpreter Services as needed
- Pass to walk the ExpHotel Show
- Reimbursement of 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 lodging reimbursement*

Registration Deadline: **April 4, 2025** (No refunds for cancellation after this date)

Industry Focus: Food Service Products

Product Description: Suitable products include, but are not limited to: Meat, Dairy, Tree Nuts, Fresh and Processed Fruits and Vegetables, Prepared Foods, Alcoholic Beverages, Ready to Drink Cocktails, Condiments and Sauces in food service quantities and for the all-inclusive model (i.e. no small retail packaging)

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!

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If you have a question about an event, feel free to contact us at events@susta.org

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

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