



Expo Antad & Alimentaria 2025

Guadalajara, Mexico
March 25-27, 2025

Mexico continues to be a strong and consistent export market for U.S. companies. With a long land border and a Free Trade Agreement that has eliminated duties on all agricultural and food products, it is a great market for U.S. exporters. Mexican importers are familiar with U.S. business practices, and Mexican consumers recognize U.S. brands and labels as consistent, high-quality, and high value. In the last 25 years, the U.S. has quintupled the number of agricultural products exported to Mexico, making it the second-largest export market for the U.S. after China and a top destination for U.S. made premium food and beverage products.

U.S. consumer-ready exports to Mexico have grown in many product categories. This activity focuses on some of these categories, such as processed fruit and vegetables, breakfast cereals and mixes, and condiments, processed meat products, snack items and alcoholic beverages.

Participation Fee:

- **Corner Booth:** \$1,480; **Early Bird Special:** \$1,280 (if you register and pay by October 25, 2024)
- **In-line Booth:** \$1,220; **Early Bird Special:** \$1,020 (if you register and pay by October 25, 2024)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Pre-arranged one-on-one meetings
- Interpreter services (must be requested in advance)
- An allowance of up to 50lbs of sample shipment costs for samples from a US consolidation point to the show using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **December 25, 2024** (No refunds for cancellation after this date)

Industry Focus: Ingredients, Natural/Health, Organic, Retail Products

Product Description: Alcoholic Beverages, Breakfast Cereals, Condiments and Sauces, Fresh Fruit & Vegetables, Health & Convenience Foods, Processed Fruits and Vegetables, Processed Meat Products, & Snack Foods

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

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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