

Break into the Expanding Mexican Private Label Market

Private Label Food Products Trade Mission to Mexico



Mexico City, Mexico

February 26-28, 2007

Present Your Private Label Food Products to the Growing Mexican Private Label Industry

Food Export Association of the Midwest USA and Food Export USA – Northeast are offering a low-cost opportunity for U.S. private label food manufacturers to meet with a variety of buyers in Mexico. The size of the region's population makes demand for high-quality private label foods the highest and most varied of the continent. Retailers are currently striving to locate competitively priced alternatives to name brand products.

This Trade Mission Includes:

- Import and distribution analysis for one product
- In-market seminar on the Mexican market and label regulations
- Guaranteed one-on-one meetings with key Mexican buyers, importers and distributors
- Guided supermarket tours—see the opportunities first-hand!
- Interpreters throughout the mission to facilitate communication between participants and potential customers
- Inclusion in the Mexican language Trade Mission promotional brochure to be used during the table-top showcase and widely disseminated throughout the industry in Mexico

Join The Success

Companies who participated in the 2004 Trade Mission to Mexico reported an **actual increase in export sales of \$310,544** and a projected increase of \$809,700 in export sales. Participants made 81 contacts with new buyers and **18 new distributorships were established!**

Meet With Buyers Who Want Your Products

These one-on-one meetings will provide you with immediate buyer feedback on your product's Mexican market potential. Mexican importers, distributors and supermarket buyers have expressed interest in a wide selection of high-quality U.S. private label food products.

A Convenient Way to Off-Set Expenses

The mission participation fee is \$475 and it covers all of these services, as well as some transportation to mission events. Companies will be responsible for flights, hotel, and meals. Some **expenses qualify for Branded Program reimbursement** for qualified participants! To be eligible, you must first apply and be approved. Register early! Visit www.brandedprogram.org to pre-qualify today.

For More Information

Cost: Mission fees will be \$475, including in-country ground transportation to some trade mission events.

Deadline: The registration deadline is January 2, 2007.

Fax this back to Food Export – Midwest at 312.334.9230 (Note: This is not a registration form.)

COMPANY _____

NAME _____

TITLE _____

STREET ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

E-MAIL _____

PRODUCTS _____

Check this box if you no longer want to receive faxes or e-mails from Food Export Association of the Midwest USA and Food Export USA – Northeast. Please tell us why and provide your company name and fax number _____.

_____ Fax this form back to 312.334.9230. If you would like to hear about future Food Export Association of the Midwest USA and Food Export USA – Northeast promotions via e-mail, please provide your e-mail address _____.

Check this box if you'd like to receive export assistance to prepare for your meetings.

About Food Export Association of the Midwest USA and Food Export USA – Northeast

Food Export Association of the Midwest USA and Food Export USA – Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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