



Required Report - public distribution

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GAIN Report #MX0079

Mexico

Promotion Opportunities Report

2000

Approved by:

Chad R. Russell

U.S. Embassy

Prepared by:

Jeanne F. Bailey

Report Highlights: This report is a schedule of some of the trade and promotional events and activities that will take place in Mexico over the next 18 months that may be of interest to US producers and exporters of food, beverages, and agricultural products.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Mexico ATO [MX2], MX

NOTE: The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

Section I. Trade Shows

PROVI MUEBLE 2000

When: May, 2000

Where: Monterrey, Mexico

Contact: Luis Zertuche, Director, American Hardwood Export Council-Mexico

Tel: (011-52-5) 282-0909; **Fax:** (011-52-5) 282-0918; **Email:** luiszertuche@infosel.net.mx

Show Type: Trade show targeting furniture manufacturers.

EXPOPACK 2000

When: June 6-9, 2000

Where: Mexico City, Mexico

Contact: Philippe Mercado, Director, American Plywood Association-Mexico

Tel: (011-52-5) 281-6087; **Fax:** (011-52-5) 281-6089; **Email:** philippe.mercado@apawood.org

Show Type: Mexico's largest trade show for materials handlings trade.

EXPHOTEL 2000

When: June 14-16, 2000

Where: Convention Center, Cancun, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the third consecutive year that the ATO is organizing a U.S. Pavilion within the show.

"Meet Your U.S. Grain Supplier" Trade Show

When: June 28-29, 2000

Where: Mexico City, Mexico

Contact: Dr. Ricardo Celma, Director, U.S. Grains Council (USGC)-Mexico

Tel: (011-52-5) 282-0973; **Fax:** (011-52-5) 282-0968; **Email:** usgc@grains.org.mx

Show Type: USGC is organizing this one day trade show to bring together U.S. grain traders and Mexican importers.

EXPO ABASTO/CONACCA 2000

When: Mid-July, 2000

Where: Expo Guadalajara, Guadalajara, Mexico

Organizer: Mexican National Confederation of Trader Groups for Wholesale Markets

Tel: (011-52-5) 657-3388; **Fax:** (011-52-5) 650-0138

Show Type: Mexico's largest annual fresh produce show.

ABASTUR 2000

When: October 4-6, 2000

Where: World Trade Center, México City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area. This is the first year that the ATO is organizing a U.S. Pavilion within the show.

Section II. Retail In-Store Promotions

WAL-MART Nationwide Promotion

When: September 29 - October 18, 2000

Where: 27 Wal-Mart Supercenters Throughout Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Activity Type: In conjunction with Wal-Mart, the ATO has organized this nation-wide instore promotion of US food and beverage products. Walmart will continue to carry those products that sell well. Historically, 40 percent of the products featured during similar promotions continue to be carried on a regular basis by Walmart-Mexico.

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

No event information is available at this time.

Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)

U.S. Poultry Reverse Trade Mission

When: Mid-May, 2000

Where: U.S. poultry processing plants in several U.S. locations

Contact: Jose Luis Cruz, Director, U.S.A. Poultry and Egg Export Council (USAPEEC)-Mexico

Tel: (011-52-5) 282-0946; **Fax:** (011-52-5) 282-0952; **Email:** luispo@prodigy.net.mx

Activity Type: USAPEEC is organizing a reverse trade mission of Mexican meat packers to visit U.S. processing plants so they can meet and see, firsthand, various U.S. suppliers and the services they offer.

U.S. Grains Marketing Mission

When: June 26-30, 2000

Where: Mexico City, Guadalajara, Mexico

Contact: Dr. Ricardo Celma, Director, U.S. Grains Council (USGC)-Mexico

Tel: (011-52-5) 282-0973; **Fax:** (011-52-5) 282-0968; **Email:** usgc@grains.org.mx

Activity Type: USGC is organizing this U.S. producers mission to Mexico and other countries so that U.S. producers can discuss the year's production of value-enhanced grains, and to make contacts.

If you would like to learn more about what the U.S. Agricultural Office (ATO) does, or

the services we provide, please visit us online or contact us at our web sites and telephone and facsimile numbers listed below. We look forward to working with you in developing and promoting the availability of top quality U.S. products in Mexico!

U.S. Agricultural Trade Office
Jaime Balmes 8-201, Colonia Polanco
11510 Mexico, D.F.

U.S. mailing address:
P.O. Box 3087
Laredo, TX 78044-3087

Tel: 525/280-5277, 280-5291, 281-6586
Fax: 525/281-6093
E-mail: ato@supernet.com.mx or atomexico@fas.usda.gov