



Required Report - public distribution

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Mexico

Promotion Opportunities

Annual

2001

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U.S. Embassy

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Report Highlights:

US agricultural, fish and forestry product exports to Mexico reached a record \$7 billion in 2000, up 16 percent from the previous year. Thus far through July 2001, US exports of agricultural, fish and forestry products are up 19 percent from the previous year. Please take advantage of Mexico's market opportunities by participating in one of the promotion options described below which will be taking place in the next 18 months.

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

AMERICAS FOOD & BEVERAGE SHOW

When: November 28-29, 2001

Where: Miami Beach Convention Center

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

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

Show Type: Largest food & beverage exhibition for North, South, Central America & Caribbean area. This is the fourth consecutive year that the ATO will recruit a team of Mexican buyers to visit the show.

ABASTUR 2002

When: October 2-4, 2002

Where: World Trade Center, Mexico City, Mexico

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

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 third year that the ATO is organizing a US Pavilion within the show.

AFIA AGRO DE LAS AMERICAS

When: early February-late March 2003

Where: Expo Guadalajara, Guadalajara

Organizer: Agro Food International Associates

Tel: (818) 591-2255; (818) 591-2289

Show Type: Mexico's largest annual farm, livestock, and equipment show

ANTAD 2002/2003

When: March 15-17, 2002; March (dates to be determined) 2003

Where: Expo Guadalajara, Guadalajara, Mexico

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

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

Show Type: Mexico's largest retail and supermarket show. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPO CONSTRUCTO

When: September 2002

Where: Monterrey, 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: Trade show for construction, concrete forming and panel sheathing structural

applications.

EXPHOTEL 2002

When: June 12-14, 2002

Where: Convention Center, Cancun, Mexico

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

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 fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPO ABASTO/CONACCA

When: July 25-29, 2002

Where: Toluca

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.

EXPO ALIMENTOS

When: late August-early September 2002

Where: Cintermex Exposition Center, Monterrey Mexico

Organizer: APEX (Asocacion Promotora de Exposiciones, A.C.)

Contact: Lic. Anylu Hernandez Siguenza

Tel: (011-52-8) 369-6660/64/65; **Fax:** (011-52-8) 369-6732;

Email: anyapex@cintermex.com.mx

Show type: Northern Mexico's biggest annual show for processed foods.

EXPO CARNES 2003

When: March 6-8, 2003

Where: Cintermex Exposition Center, Monterrey Mexico

Organizer: APEX (Asocacion Promotora de Exposiciones, A.C.)

Contact: Lic. Lysset Sierra Ramos

Tel: (011-52-8) 369-6660/64/65; **Fax:** (011-52-8) 369-6732;

Email: anyapex@cintermex.com.mx

Show Type: Mexico's largest trade show for the meat industry, and participants include suppliers, importers/distributors, retail and food service representatives, processors, and equipment manufacturers.

EXPOCIHAC

When: October 18-23, 2001, October 2002

Where: World Trade Center and Exibimex Convention Center, Mexico City

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 for construction industry suppliers.

EXPO CONSTRUYE

When: June 2002

Where: Leon, 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: Trade show for construction, concrete forming and panel sheathing structural applications.

EXPO AGRO CULIACAN

When: January 24-27, 2002

Where: Culiacan, 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: Trade show for materials handling and packaging of produce and agricultural bulk commodities.

EXPO LOGISTICA NORTE

When: February 20-22, 2002, February 2003

Where: Monterrey, 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: Trade show for material handling distributors.

EXPO MANUFACTURA 2002

When: February 26-28, 2002

Where: Cintermex Exposition Center, Monterrey Mexico

Contact: Claudia Villagomez, Director, American Forest and Paper Association-Mexico

Tel: (011-52-5) 282-2111; **Fax:** (011-52-5) 2820919; **Email:** cvillagomez@infosel.net.mx

Show Type: Trade show for Mexican manufacturers to contact suppliers

PROVI MUEBLE 2002

When: May 2002

Where: Cintermex Exposition Center, 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.

TECHNO MUEBLE

When: July 2002

Where: ExpoGuadalajara, Guadalajara

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 for the furniture manufacturing industry.

Section II. Retail In-Store Promotions

WALMART SUPERMARKET PROMOTION

When: July 2002

Where: Approximately 160 Wal-Mart Supermarkets in 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

Promotion Type: In-store Promotion

NORTHERN REGION-WIDE INSTORE PROMOTION

Where: Major Supermarket Chain in Northern Mexico

Contact: Jeanne Bailey, ATO Monterrey

Organizer: ATO Monterrey and ATO Mexico City

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

Promotion Type: In-store promotion in all outlets of a large retail supermarket chain in Northern Mexico

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

TOKs Promotion

When: October 1-30, 2001

Where: Nationwide at 35 TOKs restaurants

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

Promotion Type: Food Festival

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

U.S. Grains Marketing and Educational Mission

When: Six missions to be scheduled between October 2001-September 2002

Where: Locations to be visited may include Nuevo Laredo, Monterrey, Mexico City

Contact: Chris Corrie, U.S. Grains Council, Director for International Operations, Everything Except Asia (EEA)

Tel: (202) 789-0789; **Fax:** (202) 898-0522; **Email:** ccorrie@usfg.org

Activity Type: The goal of this mission is to educate US grain producers and exporters about the Mexican grains market.

If you would like to learn more about what the US 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 export of top quality U.S. products in Mexico!

U.S. Agricultural Trade Office

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