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Mexico

Promotion Opportunities

Annual

2003

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Report Highlights:

Mexico provides good opportunities for U.S. exporters; \$7.7 billion in U.S. agricultural, fish and forestry products were sold in 2002. The following report provides information on trade shows and other events where exporters can showcase their products.

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

Section I. Trade Shows**EXPO GOLOSINAS 2004****When:** January 21-23, 2004**Where:** World Trade Center Veracruz, Boca del Rio, Veracruz (Mexico)**Organizer:** Grupo GEFECC, S.A. de C.V.**Contact:** Graciela Diaz Serrano, President, Grupo GEFECC, S.A. de C.V.**Tel:** (011-52-55) 5564-7040; 5564-7068**Fax:** (011-52-55) 5564-7040; 5564-7068**Show Type:** Mexico's largest candy & snack trade show.**MAGNA EXPOSICION MUEBLERA - PROMUEBLE 2004****When:** January 22-26, 2004**Where:** Centro Banamex, formerly known as Centro de Exposiciones y Convenciones Las Americas, Hipodromo de Las Americas, Mexico City**Contact:** Luis Zertuche, Director, American Hardwood Export Council-Mexico**Tel:** (011-52-55) 5282-0909**Fax:** (011-52-55) 5282-0918**Email:** luiszertuche@infosel.net.mx**Show Type:** Trade show targeting furniture manufacturers & distributors.**EXPO AGRO SINALOA****When:** January 29 to February 01, 2004**Where:** Culiacan, Sinaloa, Mexico**Contact:** Eduardo Lozano, Martha Pineda, U.S. Agricultural Trade Office (ATO)
Monterrey**Tel:** (011-52-81) 8333-5289 Ext. 3**Fax:** (011-52-81) 8333-1248**Email:** eduardo.lozano@usda.gov / martha.pineda@usda.gov**Show Type:** Livestock and agricultural products exposition, (recommended for livestock genetics and planting seeds). ATO-Monterrey will have an information booth and will participate in conferences giving information on core services.**ANTAD 2004****When:** March 13-15, 2004**Where:** Expo Guadalajara, Guadalajara, Mexico**Organizer:** Asociación Nacional de Tiendas de Autoservicio (ANTAD)**Contact:** Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City**Tel:** (011-52-55) 5280-5291; Ext. 1004**Fax:** (011-52-55) 5281-6093**Email:** carlos.zertuche@usda.gov**Show Type:** Mexico's largest retail and supermarket show. This is the sixth year ATO Mexico City will be organizing a U.S. pavilion at the show.

AGROBAJA

When: March 2004 (Dates to be determined)

Where: Campo Experimental, Mexicali Baja California Norte

Organizers: Patronato de Exposiciones Agropecuarias de Baja California, A.C.

Contact: Rocio Saldaña Martinez, (AGROBAJA)

Tel: (011-52 686) 5921-186

Fax: (011-52 686) 5921-186 Ext. 102

Email: anarocios@agrobaja.com

Show Type: Largest farm and exotic food show in Northern Mexico. U.S. Agricultural Trade Office (ATO)-Monterrey will have an information booth, and will participate in an agribusiness conference providing information on core services.

EXPO DULCES Y BOTANAS

When: April 21-23, 2004

Where: Monterrey, N.L., Mexico

Contact: Eduardo Lozano, Martha Pineda, U.S. Agricultural Trade Office (ATO)
Monterrey

Tel: (011-52-81) 8333-5289 Ext. 3

Fax: (011-52-81) 8333-1248

Email: eduardo.lozano@usda.gov / martha.pineda@usda.gov

Show Type: This is the second year of the Second Snack Food and Candy Expo. U.S. Agricultural Trade Office (ATO)-Monterrey will have an information booth at the show.

EXPO ALIMENTOS 2004

When: April 28-30, 2004

Where: Cintermex Exposition Center, Monterrey Mexico

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

Contact: Lic. Anylu Hernandez Siguenza

Tel: (011-52-81) 8369-6660 /64 /65

Fax: (011-52-81) 8369-6732

Email: anyapex@cintermex.com.mx

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

ALIMENTARIA 2004

When: June 9-11, 2004

Where: Centro Banamex, formerly known as Centro de Exposiciones y Convenciones Las Americas, Hipodromo de Las Americas, Mexico City

Organizer: EJ. Krause de Mexico

Contact: Rebeca Vargas, EJ. Krause de Mexico

Tel: (011-52-55) 5523-8426

Email: rvargas@ejkrause.com

Show Type: The only trade show in Mexico dedicated entirely to food and beverages. ATO-Mexico City will have an information booth at the show.

EXPHOTEL 2004**When:** June 9-11, 2004**Where:** Convention Center, Cancun, Mexico**Contact:** Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City**Tel:** (011-52-55) 5280-5291; 5281-6588 Ext. 1005; 5080-2000 Ext. 4787**Fax:** (011-52-55) 5281-6093**Email:** lourdes.guzman@usda.gov**Show Type:** Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the fifth consecutive year that ATO Mexico City is organizing a U.S. Pavilion within the show.**EXPO LACTEOS, 2004****When:** June 16-18, 2004**Where:** Expo Guadalajara, Guadalajara, Jal.**Organizer:** Grupo GEFECC, S.A. de C.V.**Contact:** Graciela Diaz Serrano, President, Grupo GEFECC, S.A. de C.V.**Tel:** (011-52-55) 5564-7040; 5564-7068**Fax:** (011-52-55) 5564-7040; 5564-7068**Show Type:** Trade show dedicated to the dairy industry, including: international machinery and equipment, raw materials, services and consumable dairy products**AMPIMM 2004****When:** July 23-26, 2004**Where:** Centro Banamex, formerly known as Centro de Exposiciones y Convenciones Las Americas, Hipodromo de Las Americas, Mexico City**Contact:** Luis Zertuche, Director, American Hardwood Export Council-Mexico**Tel:** (011-52-55) 5282-0909**Fax:** (011-52-55) 5282-0918**Email:** luiszertuche@infosel.net.mx**Show Type:** Trade show targeting all furniture providers & manufacturers.**CONFITEXPO 2004****When:** August 3-6, 2004**Where:** Expo Guadalajara-Convention Center, Guadalajara, Mexico**Organizer:** Grupo GEFECC, S.A. de C.V.**Contact:** Graciela Diaz Serrano, President, Grupo GEFECC, S.A. de C.V.**Tel:** (011-52-55) 5564-7040; 5564-7068**Fax:** (011-52-55) 5564-7040; 5564-7068**Email:** gefemani@iwm.com.mx**Show Type:** International Candy Trade Show, Candy Confectioners and Suppliers**MEXIPAN****When:** September 1-3, 2004**Organizer:** Camara Nacional De La Industria Panificadora**Where:** World Trade Center, Mexico City, Mexico**Contact:** Lic. Olga Espinoza**Tel:** (011-52-55) 5578-9277**Fax:** (011-52-55) 5761-8740**Show Type:** Trade show in Mexico dedicated to bakery products.

EXI-MUEBLE/PROVIMUEBLE**When:** September 9-12, 2004**Where:** Cintermex Exposition Center, Monterrey Mexico**Organizer:** Asociacion de Fabricantes de Muebles de Nuevo Leon**Contact:** Honorio Garza Villareal**Tel:** (011-52-81) 8369-6435; 8369-6536**Fax:** (011-52-81) 8369-6437**Show Type:** Trade show for construction industry suppliers.**Email:** hgarza@afamnl.com.mx**ABASTUR 2004****When:** September 30, October 1-2, 2004**Where:** Centro Banamex, formerly known as Centro de Exposiciones y Convenciones Las Americas, Hipodromo de Las Americas, Mexico City**Contact:** Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City**Tel:** (011-52-55) 5280-5291; 5281-6588 Ext. 1005; 5080-2000 Ext. 4787**Fax:** (011-52-55) 5281-6093**Email:** lourdes.guzman@usda.gov**Show Type:** Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area. This is the fifth year that the ATO Mexico City is organizing a US Pavilion within the show.**ALIMENTEC****When: October 2-4, 2004****Where:** Expo Guadalajara-Convention Center, Guadalajara, Mexico**Organizer:** Grupo Industrial ELVOD**Contact:** Fernando Morales**Tel:** (011-52-55) 5353-0846; 5353-6868**Fax:** (011-52-55) 5353-0669**Email:** fdomoraleselvod@infosel.net.mx**Show Type:** A relatively new show, in its second year, dedicated to machinery and equipment, raw materials, industrial food services and bottled beverages.**EXPO ALIMENTAB****When:** October 23-25, 2004**Where:** Chihuahua, México**Contact:** Eduardo Lozano / Martha Pineda**Tel:** (011-52-81) 8333-5289 Ext. 3**Fax:** (011-52-81) 8333-1248**Email:** eduardo.lozano@usda.gov / martha.pineda@usda.gov**Show Type:** Major food industry Expo in Northern Mexico for the retail and HRI sectors. ATO-Monterrey will have an information booth and will participate in business encounter seminars and conferences giving information on core services.**Section II. Retail In-Store Promotions****NORTHERN REGION-WIDE INSTORE PROMOTION****When:** April 2004 (Dates to be determined)**Where:** Northern Mexico

Contact: Eduardo Lozano, U.S. Agricultural Trade Office (ATO)-Monterrey
Tel: (011-52-81) 8333-5289 Ext. 3
Fax: (011-52-81) 8333-1248
Email: eduardo.lozano@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

RESTAURANT PROMOTION

When: Fall 2004

Where: Mexico City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-52-55) 5280-5291; 5281-6588 Ext. 1005; 5080-2000 Ext. 4787
Fax: (011-52-55) 5281-6093
Email: lourdes.guzman@usda.gov
Promotion Type: Food Festival in a major family-style restaurant chain in Mexico.

Section IV. ATO Contact Information

If you would like to learn more about what services the U.S. Agricultural Offices (ATO) in Mexico can provide, please contact us. Our email, telephone and facsimile numbers are listed below. We look forward to working with you to promote exports of U.S. agricultural products to Mexico.

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