



USDA Foreign Agricultural Service

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Mexico

Promotion Opportunities

Annual

2004

Approved by:

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Report Highlights:

Mexico provides excellent opportunities for US exports. The US sold over \$8 billion in US agricultural products to Mexico in 2003. This report provides information on shows and other promotional opportunities where exporters can showcase their products.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Mexico (MX)
[MX]

Section I. Trade Shows**ALIMENTAB 2004****When:** October 28-30, 2004**Where:** Chihuahua, Mexico**Contact:** Eduardo Lozano, Martha Pineda, US 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:** International exposition of food, beverages and food equipment. ATO Monterrey will be participating with an information booth.**HOSPITALIDAD 2004****When:** November 24 & 25, 2004**Where:** Monterrey, Mexico**Contact:** Eduardo Lozano, Martha Pineda, US 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:** A specialty trade show for the hospitality industry, held in conjunction with the National Hotel Association of Mexico's annual convention. ATO Monterrey will be hosting an 8-booth US pavilion.**EXPO GOLOSINAS 2005****When:** January 21-23, 2005**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 2005****When:** January 26-29, 2005**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 LACTEOS 2005****When:** February 6-18, 2005**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

EXPO CARNES 2005

When: February 10-12, 2005

Where: Cintermex Exposition Center, Monterrey Mexico

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

Contact: Lic. Lysset Sierra Ramos

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

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

Email: lyzapex@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.

EXPOABASTO SINALOA 2005

When: February 26-29, 2005

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: Commercial, Agricultural and Industrial Expo. This is an opportunity to interact with companies related to agribusiness, food products, machinery, etc.

ANTAD 2005

When: March 10-12, 2005

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 seventh year ATO Mexico City will be organizing a US pavilion at the show.

ALIMENTARIA 2005

When: June 1-3, 2005

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: 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: The only national trade show in Mexico dedicated entirely to food and beverages. ATO Mexico City will be organizing a US pavilion at the show for the first time.

EXPHOTEL 2005

When: June 15-17, 2005

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 sixth consecutive year that ATO Mexico City is organizing a US Pavilion within the show.

AMPIMM 2005

When: June 23 – 25, 2005

Where: Expo Guadalajara, Guadalajara Jalisco, Mexico

Organizer: Empresas Collazo y Asociados/ AMPIMM AC.

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 2005

When: August 2-5, 2005

Where: Expo Guadalajara-Convention Center, Guadalajara, Mexico

Organizer: Grupo GEFECC, S.A. de C.V.

Contact: Rosa Ma. G. Rivera, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; 5281-6588 Ext. 1008

Fax: (011-52-55) 5281-6093

Email: rosa.rivera@usda.gov

Show Type: International Candy Trade Show, Candy Confectioners and Suppliers. ATO Mexico City will sponsor a catalog show for interested US suppliers.

EXI-MUEBLE/PROVIMUEBLE

When: September 22-25, 2005

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

Email: hgarza@afamnl.com.mx

Show Type: Trade show for construction industry suppliers.

ABASTUR 2005

When: September 28-30, 2005

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

Organizer: AMAIT, Abastecedores Turisticos, A.C.

Contact: Enrique Maquinay

Tel: (011-52-55) 5282 5860; 5282 4392; 5282 5864

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area.

ALIMENTEC 2005

When: October 2005 (Dates to be determined)

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 third year, dedicated to machinery and equipment, raw materials, industrial food services and bottled beverages.

MEXIPAN 2006

When: Fall 2006 (Dates to be determined)

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.

EXPO ALIMENTOS 2006

When: October 2006 (Dates to be determined)

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.

Section II. Buyers Mission

SOUTHWEST FOOD SERVICE 2005

When: June 27-29, 2005

Where: Houston TX USA

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: Sponsored by the Texas Restaurant Association, this annual event is the second largest food service trade show in the nation. ATO Monterrey will be organizing a Mexican buyers mission to this event.

Section III Retail In-Store Promotions**SORIANA INSTORE PROMOTION****When:** September 21 – October 21, 2004**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 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 US agricultural products to Mexico.

US Agricultural Trade Office, Mexico City, Mexico

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Colonia Polanco

11510 Mexico, D.F.

Tel: (011-5255) 5280-5291; 5281-6586

Fax: (011-5255) 5281-6093

Email: atomexico@fas.usda.gov

US Agricultural Trade Office, Monterrey, Mexico

Dan Martinez, Director

Oficinas en el Parque Torre II

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Col. Santa Maria, 64650

Monterrey, Nuevo Leon

Tel: (011-5281) 8333-5289

Fax: (011-5281) 8333-1248

Email: atomonterrey@fas.usda.gov