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Voluntary - Public

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Mexico

Post: Mexico ATO

Marketing Opportunities Abound in Mexico

Report Categories:

Market Promotion/ Competition

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Report Highlights:

There are excellent marketing opportunities in Mexico for U.S. exporters of agricultural products. In 2008, the United States exported \$16.6 billion worth of agricultural, fish and forestry products to Mexico. Key upcoming marketing activities organized/sponsored by the U.S. Agricultural Trade Offices in Mexico (Mexico City and Monterrey) include: ABASTUR 2009 - Mexico's largest retail and supermarket show; EXPOALIMENTAB Chihuahua 2009 - the largest food show in northern Mexico, EXPOTEL VALLARTA 2010 - a new food service show in Puerto Vallarta; ALIMENTARIA 2010 - the only national trade show in Mexico dedicated entirely to food and beverages; and EXPHOTEL 2010 - the largest food service trade show in the Mexican Caribbean.

The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the show organizers.

General Information:**SECTION I. USDA - ATO Mexico City Endorsed and/or Supported Trade Shows:****1) XXIV - ABASTUR**

Date: September 30 – October 2, 2009
City: México, D.F.
Venue: Centro Banamex
ATO Contact: Lourdes Guzman
Tel: (011-52-55) 5140-2672
E-mail: lourdes.guzman@usda.gov
Organized by: AMAIT-ADN
Show Contact: Rosalinda Velazquez
Tel.: (011-52-55) 9138-2931
E-mail: ventas@a-d-n.com.mx
Web Page: <http://www.abastur.com>
Description: The largest trade show for the hospitality industry in Latin America.
Pavilions: United States, France, Canada, Spain and Chile.
Exhibitors: 250
Visitors: 15,000

2) XXVII - EXPO ANTAD 2010

Date: March 9-13, 2010
City: Guadalajara, Jalisco
Venue: Expo Guadalajara
ATO Contact: Lourdes Guzman
Tel.: (011-52-55) 5140-2672
E-mail: lourdes.guzman@usda.gov
Organized by: ANTAD - ADN
Show Contact: Manuel Alvarez
Tel.: (011-52-55) 5580-1772 ext. 214
E-mail: malvarez@antad.org.mx
Web Page: <http://www.antad.org.mx>
Description : Largest retail show in the country. Organized by the National Association of Department Stores and Supermarkets - ANTAD.
Foreign Pavilions: United States, Argentina, Bolivia, Brazil, Chile, Ecuador, Guatemala, India, Paraguay, Peru, South Africa
Exhibitors: 1,500
Visitors: 20,000

3) I - EXPOTEL VALLARTA 2010

Date: April 22-24, 2009
City: Puerto Vallarta, Jalisco
Venue: Centro de Convenciones de Puerto Vallarta

ATO Contact: Pia Cortes
Tel.: (011-52-55) 5140-2682
E-mail: pia.cortes@usda.gov
Organized by: Grupo Trade Show
Show Contact: Marco Vidal
Tel.: (011-52-55) 5570-4742
E-mail: ventas@ts.com.mx
Web Page: www.ts.com.mx
Description: The first edition of this exhibition for suppliers of the hospitality industry at the Riviera Nayarit.
Foreign Pavilions: United States, Canada, Argentina
Exhibitors: 150
Visitors: 5,000

4) IV - ALIMENTARIA

Date: June 1-3, 2010
City: Mexico City
Venue: Centro Banamex
ATO Contact: Pia Cortes
Tel.: (011-52-55) 5140-2682
E-mail: pia.cortes@usda.gov
Organized by: Alimentaria Exhibitions – E.J. Krausse
Show Contact: Rodrigo Vázquez Bracho
Tel.: (011-52-55) 1087-1676
E-mail: rodrigov@ejkrause.com
Web Page: msantarrufina@alimentaria.com
Description: The only national exhibition devoted exclusively to food and beverage products.
Foreign Pavilions: United States, Spain, Germany, Arabia, Belgium, Brazil, Canada, Korea, China, Holland, Guatemala, Malaysia
Exhibitors: 300
Visitors: 12,000

5) XIV - EXPHOTEL

Date: June, 2010 (TBC)
City: Cancun, Quintana Roo
Venue: Cancun Center
ATO Contact: Lourdes Guzman
Tel.: (011-52-55) 5140-2672
E-mail: lourdes.guzman@usda.gov
Organized by: Grupo Trade Show
Show Contact: Marco Vidal, Manager Grupo Trade Show
Tel.: (011-52-55) 5077-4743
E-mail: ventas@ts.com.mx

Web Page: www.exphotel.net
Description: The largest and most important show for restaurants, bars, and hotels in the Mexican Caribbean.
Foreign Pavilions: United States, Canada, Argentina, France
Exhibitors: 200
Visitors: 6,000

SECTION II. USDA - ATO Monterrey Endorsed and/or Supported Trade Shows:

1) XI - EXPO ALIMENTAB

Date: October 22-24, 2009
City: Chihuahua, CHIH.
Venue: Centro de Convenciones – Chihuahua, CHIH
ATO Contact: Luis Chavez
Tel.: (011-52-81) 8333-5289 x. 4
E-mail: luis.chavez@fas.usda.gov
Organized by: CANACINTRA
Show Contact: Jose Orozco
Tel.: (011-52-614) 439-0774
E-mail: eventos@canacintrachihuahua.org.mx
Web Page: <http://www.alimentab.com>
Description: The largest food show in northern Mexico. Organized by CANACINTRA (National Chamber for the Transformation Industry)
Foreign Pavilions: United States, Spain, Costa Rica, Germany, Italy, China
Exhibitors: 210 stands and 140 exhibitors
Visitors: 5,000

2) XXV EXPO CARNES

Date: February, 2011 (TBC)
City: Monterrey, Nuevo Leon
Venue: CINTERMEX
ATO Contact: Luis Chavez
Tel.: (011-52-81) 8333-5289 x. 4
E-mail: luis.chavez@fas.usda.gov
Organized by: APEX Asociacion Promotora de Exposiciones – Consejo Mexicano de la Carne
Show Contact: Not available
Web Page: www.apex.org.mx
Description: Largest meat products exhibition in the country.
Countries Present: United States, Spain, Brazil, Canada
Exhibitors: 205
Visitors: 5,000

SECTION III. Other Trade Shows in Mexico

2009

1) I - EXPO PROVEEDORES DE RESTAURANTES Y HOTELES PROVEEDORES DE LA INDUSTRIA DE LA HOSPITALIDAD

Date: July 16-17, 2009
City: Monterrey, Nuevo Leon
Venue: CENTRO CONVEX
Organized by: Solomon Entertainment
Contact: Fernando Martínez Rodríguez
Tel.: (011-52- 81) 8344-1700
E-mail: info@solomon.org.mx
Web Page: www.expoproveedoresdehoteles.com.mx
Description: Food Service Show
Countries Present: United States, Brazil, Colombia, Venezuela, Canada
Exhibitors: 96
Visitors: 1,500

2) I - EXPO PROVEEDORES DEL RESTAURANTE

Date: August 11-12, 2009
City: Monterrey, Nuevo Leon
Venue: CINTERMEX
Organized by: Para El Restaurante
Contact: David Villegas
Tel.: (011-52-81) 8289-8420 / 21
E-mail: ventas@paraelrestaurante.com
Web Page: www.paraelrestaurante.com
Description: Unique event on the Northeast of Mexico for suppliers for the gastronomic industry.
Countries Present: Colombia, Italy
Exhibitors: 70
Visitors: 3,500

3) XXI - TECHNO MUEBLE INTERNACIONAL

Date: August 19-22, 2009
City: Guadalajara, Jalisco
Venue: EXPO GUADALAJARA
Organized by: AFAMJAL, Asociación de Fabricantes de Muebles de Jalisco A.C.
Contact: Carlos Delgadillo Keenan
Tel.: (011-52-33) 3343-3430 to 35
E-mail: carlos.delgadillo@afamjal.com.mx , technomueble@afamjal.com.mx
Web Page: www.tecnomueble.com.mx
Description: Show for industrial carpentry and suppliers for the furniture manufacturing

industry.
Countries Present: Brazil
Exhibitors: 100 companies
Visitors: 2,500

4) Expo Cumbre Mundial de Diabetes, Obesidad y Nutrición

Date: August 19-21, 2009
City: Mexico City
Venue: CENTRO BANAMEX
Organized by: Grupo Conciencia
Contact: Grupo Conciencia
Tel.: (011-52-55) 5536-1117 / 0605 / 0266
Fax: (011-52-55) 5536-8042
E-mail: expocumbremundial@expocumbremundial.com.mx
Web Page: www.expocumbremundial.com.mx

5) XIV - EXPO CONSTRUCTO

Date: August 20-22, 2009
City: Monterrey, Nuevo Leon
Venue: CINTERMEX
Organized by: APEX, Asociacion Promotora de Exposiciones
Contact: Jessica Estrella
Tel.: (011-52- 81) 8369-6660 / 64 / 65
E-mail: jestrella@apex.org.mx
Web Page: <http://www.constructo.com.mx>
Description: Foreign exhibition of the construction industry.
Countries Present: United States
Exhibitors: 100
Visitors: 7,000

6) XI - EXPO CONSTRUYE

Date: August, 20-22, 2009
City: Boca del Río, Veracruz
Venue: World Trade Center
Organized by: CEMIT Camara Mexicana de la Industria de la Construcción
Contact: Guadalupe Ordaz
Tel.: (011-52-229) 922-4620
E-mail: prodriguez@grupograppa.com
Web Page: www.expoconstruye.com.mx
Description: The most important foreign forum to discuss construction issues.
Visitors: 6,000
Exhibitors: 150

7) XI - XIPAN

Date: August 27-30, 2009
City: Guadalajara, Jalisco
Venue: EXPO GUADALAJARA
Organized by: Anpropan
Contact: Amalia Osorio Aguilar
Tel.: (011-52-55) 5590-2034 / 35
E-mail: amalia.osorio@anpropan.org.mx
Web Page: www.anpropan.org.mx
Description: Machinery and ingredient exhibition for the bakery industry.
Countries Present: United States, Brazil, Guatemala
Visitors: 30, 000
Exhibitors: 158

8) EXPO CAFÉ

Date: September 3-5, 2009
City: Mexico City
Venue: World Trade Center
Organized by: TRADEX Exposiciones Internacionales S.C.
Contact: Ángel J. Garmendia
Tel.: (011-52-55) 5604-4900 / 3434-1096
E-mail: angel@tradex.com.mx , garmendia988@gmail.com
Web Page: www.expocafe.com.mx
News and tendencies in the coffee world.
United States, Germany, Italy
Exhibitors: 180
Visitors: 8,500

9) EXPO GOURMET SHOW

Date: September 3-5, 2009
City: Mexico City
Venue: World Trade Center
Organized by: TRADEX Exposiciones Internacionales S.C.
Contact: Ana Rosa Corral del Rello
Tel.: (011-52-55) 5604-4900 ext 122
E-mail: anacorral@tradex.com.mx
Web Page: www.gourmetshow.info
Food, beverages and accessories of high quality. Ingredients for gourmet cooking.
Spain, Italy, Argentina
Visitors: 7,500
Exhibitors: 150

10) EXPO EL GOURMET

Date: September 3-5, 2009
City: Mexico City

Venue: CENTRO BANAMEX
Organized by: El Gourmet.com Channel
Contact: Josefina Quintana Lagos
Tel.: (011-52-55) 5171-5298 / 5171-5300
E-mail: expoelgourmetmx@elgourmet.com
Web Page: www.expoelgourmet.com.mx

Gourmet products show, wine tasting, cooking classes, gourmet, organic and regional pavilions.

Countries Present: Argentina, Italy, United States
Exhibitors: 73
Visitors: 18,000

11) EXPO PAN

Date: September 25-28, 2009
City: Mexico City
Venue: PALACIO DE LOS DEPORTES
Organized by: Influye Eventos
Contact: Roberto Hernández
Tel.: (011-52-55) 3547-5666
E-mail: expopan@influyeeventos.com.mx
Web Page: <http://www.expopan.com>

Description: Foreign exhibition of suppliers for the Bakery and Pastry Industry.
Countries Present: United States
Exhibitors: 200
Visitors: 13,000

2) IV - FERIA LATINOAMERICANA DE ALIMENTOS

Date: September 2-4, 2009
City: Cancun, Quintana Roo
Venue: Hilton convention center
Organized by: Feria LatinoAmericana
Contact: Willy Cruz Islas, Armando Centeno
Tel.: (011-52-55) 5598-9246 / 5598-3487
E-mail: willy@lafs.com.mx
Web Page: www.lafs.com.mx

Foreign expo of food and beverages in Latin America that reunites and offers a great variety of products and countries.

Chile, Belize, USA, Panama, Germany, England, China, Spain, Ecuador, Nicaragua, Colombia
Exhibitors: 410
Visitors: 5,108

13) XXI - EXPO CIHAC

Date: October 14-17, 2009
City: Mexico City
Venue: CENTRO BANAMEX

Organized by: CIHAC, Centro Impulsor de la Construcción y la Habitación, A.C.
Tel.: (011-52-55) 5661-0844
Contact: Armando López
E-mail: expo@cihac.com.mx
Web Page: www.cihac.com.mx
The best show for the construction industries in Latin America.
United States, Canada, Malaysia, Poland, Argentina, Colombia, Spain, China
Exhibitors: 613
Visitors: 62, 429

14) FUSION G & H, GASTRONOMIA Y HOTELERIA

Date: October 28-29, 2009
City: Monterrey, N.L.
Venue: CINTERMEX
Organized by: CANIRAC and AMHNL
Tel.: (011-52-81)1163-8047 / 8369-6838
E-mail: info@fusiongh.com, ventas@fusiongh.com
Web Page: www.fusiongh.com
First edition of the fusion show for the suppliers and updates for the professionals of the gastronomic and hospitality industry.
Countries Present: United States
Exhibitors: 100
Visitors: 2,000

15) EXPO PROVEEDORES TURISTICOS

Date: October 14-16, 2009
City: Guadalajara, Jalisco
Venue: EXPO GUADALAJARA
Organized by: Corporativo de Eventos Integrales
Contact: Elsa Yadira Amaral
Tel.: (011-52-32) 223-4549
E-mail: elsayadira@exprotur.com, olgacuadra@proveedoresuristicos.com
Web Page: www.exprotur.com
Exhibition of suppliers of services and products for the hospitality Industry at Guadalajara.
Countries Present: United States, Austria, Canada, Guatemala
Exhibitors: 200
Visitors: 2,800

16) FORO ORGÁNICO XII - EXPO INTERNACIONAL DE PRODUCTOS NO TRADICIONALES - II -FERIA ORGÁNICOS CHIAPAS, I -FERIA DE PROVEEDORES AGROINDUSTRIALES CHIAPAS

Date: November 9-11, 2008
City: Tuxtla Gutierrez, Chiapas
Gobierno del Estado de Chiapas – Secretaria del Campo – Secretaria de Economía

Contact: Patricia Acevedo Osorio, Emma Karina Shibayama Lopez
Tel.: (011-52-55) 3871.1000 ext. 33510/33490
E-mail: pnt@sagarpa.gob.mx
Web Page: www.demexicoalmundo.com.mx/expointernacional2007
Organic and non traditional agricultural products forum.
Countries Present: Canada, United States, Germany
Exhibitors: 400
Visitors: 32,000

17) VIII - EXPO ORGANICOS

Date: November 2009
City: Mexico City
Venue: Explanada de Nacional Financiera
Organized by: ASERCA, Apoyos y Servicios a la Comercialización Agropecuaria
Lic. Claudia Monroy González
(011-52-55) 3871-7300 ext. 50013/50043
Web Page: www.infoaserca.gob.mx/mexbest/convocatoria2008.asp
E-mail: claudia.monroy@aserca.gob.mx
Description: Exhibition for non-traditional products. No cost for access.
Countries Present: None
Exhibitors: 70
Visitors: 2,000

18) VIII - ENCUENTRO NACIONAL DE PORCICULTURA

Date: September 23-26, 2009
City: Cancun, Quintana Roo
Venue: Hotel Hilton
Organized by: Confederacion de Porcicultores Mexicanos.
Contact: Veronica Flores Carrasco
Tel.: (011-52-55) 52861515
E-mail: encuentroporcicultura@prodigy.net.mx
Web Page: www.porcimex.org/eventos/encuentro2009.htm
Private forum for the members of the Mexican pork industry.

19) XIII - EXPROTUR

Date: November 4-6, 2009
City: Puerto Vallarta, Jalisco
Venue: CENTRO DE CONVENCIONES
Organized by: Corporativo de Eventos Integrales
Contact: Elsa Yadira Amaral
Tel.: (011-52-32) 223-4549
E-mail: elsayadira@exprotur.com, olgacuadra@proveedores-turisticos.com
www.elitours.com/promos/2009/01/expo-proveedores-turisticos-guadalajara.html
Description: Foreign exhibition of tourism suppliers on the western part of Mexico.

Countries Present: Canada, United States, Austria, Guatemala
Exhibitors: 300
Visitors: 3,000

20) EXPO FERIA INTERNACIONAL UNIVERSO FITNESS

Date: December 4-6, 2009
City: Mexico City
Venue: CENTRO BANAMEX
Organized by: Federacion Fisiocustructivismo y Fitness
Contact: Jisel Herrera A.
Tel. (011-52-55)1988-9723 / 5525-0404
E-mail: jherrera@iufit.com
Web Page: www.iufit.com

Nutrition, supplements, health, sport routines of training, apparatuses, clubs, fashion, distributors among others.

Countries Present: Spain, Brazil, United States, Russia, Korea
Exhibitors: 200
Visitors: 30,000

21) XIII EXPO INTERNACIONAL NATURISTA ANIPRON

Date: February 12-14, 2010
City: Mexico City
Venue: World Trade Center
Organized by: ANIPRON, Asociación Nacional de la Industria de Productos Naturales
Contact: Silvia Alvarez Vaena
Tel.: (011-52-55) 5663-1300 / 5662-2221
E-mail: gerencia@anipron.org.mx
Web Page: www.anipron.org.mx

Health foods and products trade show. Over 1,000 natural and organic food and personal care products including food, beverages, herbs and spices, supplements, raw materials etc.

Countries Present: United States, Canada
Exhibitors: 500
Visitors: 25,000

2010

1) EXPO AGRO SINALOA

Date: February 3-6, 2010
City: Culiacan, Sinaloa
Venue: Campo Experimental Valle de Culiacán
Organized by: CADES Confederacion de Asociaciones Agricolas del Estado de Sinaloa
Contact: Yubi Montalvo
Tel.: (011-52-667) 712-0900
E-mail: informes@expoagro.com.mx

Web Page: www.expoagro.org.mx/expo.html
Agribusiness trade show, produce, new technologies.
Spain, United States, Argentina, Australia, China
Exhibitors: 350
Visitors: 50,000

2) XII - SEMINARIO DE LÁCTEOS FUNCIONALES

Date: September 7-9
City: Tlalnepantla, Edo. de Mexico
Venue: HOLIDAY PLAZA DALI
Organized by: Alfa Promo Eventos
Contact: Edith Lopez
Tel.: (011-52-55) 5582-3342
E-mail: luis.isita@alfa-editores.com
Web Page: www.alfapromoeventos.com

Event specialized in the food and beverages processing industry. New trends and technologies are showcased. Public event with no cost for access.

Countries Present: United States, Colombia, Dominican Republic
Exhibitors: 40
Visitors: 400

3) II - EXPO CULINARIA

Date: March 15-18, 2010
City: Monterrey, Nuevo Leon
Venue: CINTERMEX
Organized by: PROINFA
Contact: Bernardo Flores
Tel.: (011-52-81) 8880-3440
E-mail: karina.flores@proinfa.com
Web Page: www.proinfa.com.mx

Food show. Conferences, live demonstrations and information on new trends are part of this event. Focused in culinary students.

Countries Present: United States
Exhibitors: 75
Visitors: 4,600

4) IX - EXPOABASTO SINALOA

Date: November 25-28, 2010
City: Mazatlan, Sinaloa
Venue: Mazatlan Foreign Center
Organized by: Central de Abastos de Culiacan - Promotora Abastos
Contact: N/A
Tel.: (011-52-667) 718-9848
E-mail: ventas@expoabastosinaloa.com

Web Page: <http://www.expoabastosinaloa.com>
Description: Commercial, agricultural and industrial expo.
Countries Present: Chile, Peru, Canada, United States
Exhibitors: 350
Visitors: 45,000

5) HABITAT EXPO

Date: May 19-22 , 2010
City: Mexico City
Venue: World Trade Center
Organized by: TRADEX
Contact: Renato Garza Gonzalez / Paty Engel
Tel.: (011-52-55) 5604-4900 ext. 110 / 115 / 114 /136
E-mail: paty@tradex.com.mx
Web Page: www.tradex.com.mx
Description : A unique exposition in Mexico of decorating design.
Countries Present: United States, Argentina
Exhibitors: 185
Visitors: 9,213
Sq. mts.: 8,000

6) EXPO EXPORESTAURANTES Y PESCAMAR

Date: June 30 - July 2, 2010
City: Mexico City
Venue: World Trade Center
Organized by: CANIRAC
Contact: Alejandro Borja
Tel.: (011-52-55) 5601-7773
E-mail: aborja@exporestaurantes.com.mx
Web Page: www.exporestaurantes.com.mx, www.internext.com.mx
The most important exposition of the restaurant industry in Latin America. No entry cost.
Countries Present: United States, Finland, Peru, Chile
Exhibitors: over 350
Visitors: 16,000
Sq. mts.: 8,000

7) EXPO ABARROTES Y MISCELÁNEAS

Date: July, 2010 TBD
City: Mexico City
Venue: World Trade Center
Organized by: IMICAM- Instituto Mexicano de Impulso al Comercio de Abarrotes y Miscelaneas, A. C.
Contact: Juan Torres
Tel.: (011-52-55) 5025-9235

E-mail: juan@imicam.org

Web Page: www.imicam.org

Suppliers of products, services, furniture and equipment for owners of grocery stores and restaurants. No entry cost.

Exhibitors: 85

Visitors: 8,200

8) EXPO AMPIMM TECNO MUEBLE INTERNACIONAL

Date: June 9-12, 2010

City: Mexico City

Venue: Centro Banamex

Asociacion Mexicana de Proveedores de la Industria Maderera y Mueblera

Contact: Carlos Delgadillo Keenan

E-mail: carlos.delgadillo@afamjal.com.mx

Web Page: www.tecnomueble.com.mx

Foreign trade show for the wood industry. Organized by the Wood and Furniture Association.

Countries Present: Brazil, Germany, Cuba, Italy, Guatemala, Spain, Peru, United States

Exhibitors: 93

Visitors: 3,345

9) XXIV - CONFITEXPO

Date: August 4-7, 2010 (TBD)

City: Guadalajara, Jalisco

Venue: EXPO GUADALAJARA

Organized by: Dulcelandia Magazine - Grupo Gefecc, S.A. de C.V.,

Contact: José Ma. Herrera

Tel.: (011-52-55) 5564-7040 / 55640-329

E-mail: josehe@confitexpo.com

Web Page: <http://www.confitexpo.com/confitexpo/>

Description: Supplies for the candy industry.

Germany, Belgium, Brazil, El Salvador, Spain, United States, Guatemala, Ireland, Puerto Rico, Turkey.

Exhibitors: 300

Visitors: 50,000

10) Baja Seafood Expo

Date: September 18- 20, 2009

City: Ensenada, BC

Venue: Centro Social, Civico y Cultural Riviera

Organized by: CANIRAC Ensenada – SEPESCA B.C.

Contact: Erica González

Tel.: (011-52-646) 174-0448

Fax: (011-52-646) 174-0448

Webpage: <http://www.bajaseafoodexpo.com>

E-mail: info@bajaseafoodexpo.com

Promotion of development of fishing at Baja California and its national and foreign participation.

Countries Present: Not Available

Exhibitors: 120

Visitors: 6,000

11) X - AGROBAJA

Date: March 4-6, 2010

City: Mexicali, BC

Venue: Campo Inifap

Organized by: Patronato de Agrobaja A.C.

Contact: RubEn Aguilar Siono

Tel.: (011-52-686) 592-1186

Fax: (011-52-686) 592-1168

Webpage: <http://www.agrobaja.com>

E-mail: info@agrobaja.com

The ultimate technologies for agriculture, livestock exhibition, cattle auction, botanical gardenING, crops display area.

Countries Present: United States, Canada

Exhibitors: 220

Visitors: 55,000

SECTION IV. OTHER MARKETING ACTIVITIES

ATO Mexico City coordinates buyer missions to the main food and beverage trade shows in the United States including the following:

NRA SHOW - National Restaurant Association

May 22-25, 2010

McCormick Place, Chicago

<http://show.restaurant.org/NRA10/public/enter.aspx>

PMA - PRODUCE MARKETING ASSOCIATION

October 2-5, 2009 - Anaheim, California

October 15-18, 2010 - Orlando Florida

FOODSERVICE CONFERENCE & EXP

July 30 – August 1 - Monterey, California

www.pma.com/cig/intl/rebs.cfm

WINTER FANCYFOOD SHOW

January 17-19, 2010

Moscone Center, San Francisco

56th SUMMER FANCY FOOD SHOW

June 27-29, 2010

Javits Center, New York City

<http://www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates>

KOSHER FEST

October 27 – 28, 2009

Medowlands Exposition Center, Secaucus, NJ

<http://www.kosherfest.com/09/public/enter.aspx>

BOSTON SEAFOOD

March 14-16, 2010

Boston, Massachusetts

www.bostonseafood.com

In addition to the ATO's organized and/or sponsored activities, four State Regional Groups (SRTG) are represented in Mexico and they coordinate several marketing activities throughout the year including buyer missions, reverse trade missions, in-store promotions and training seminars.

Also, there are over 30 U.S. cooperator groups represented in Mexico which also organize and coordinate promotional activities for their respective industries. For contact information see Section V.

- American Forest and Paper Association
- American Hardwood Export Council
- American Softwoods & American Plywood Association
- American Soybean Association IM
- California Cherry Advisory Board
- California Cling Peach Advisory Board
- California Kiwi Fruit Farmers
- California Pears Advisory Board
- California Strawberry Commission
- California Table Grape Commission
- California Tomato Commission
- California Tree Fruit Agreement
- Cotton Incorporated
- National Cottonseed Products Association
- National Renderers Association
- National Sunflower Association
- Northwest Cherries
- Pear Bureau Northwest
- Pet Food Institute
- U.S.A. Poultry & Egg Export Council
- U.S.A. Rice Federation
- U.S. Apple Export Council

- U.S. Dairy Export Council
- U.S. Dry Pea & Lentil Council
- U.S. Dry Bean Council
- U.S. Grains Council
- U.S. Meat Export Federation
- U.S. Popcorn Board
- U.S. Potato Board
- U.S. Wheat Associates
- Washington State Apple Commission
- Wine Institute

For further information on these activities please contact each of these groups directly.

SECTION V. CONTACT INFORMATION

If you are interested in participating in any of the activities listed please contact the U.S. Agricultural Trade Offices in Mexico City or Monterrey to obtain further information. For a list of U.S. Cooperators established in Mexico please contact the Mexico City ATO.

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