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Global Agricultural Information Network

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Exporter Guide

Exporter Guide Mexico

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Report Highlights:

Exports of agricultural and related products to Mexico totaled USD 18.6 billion and accounted for a 47 percent increase in the last ten years. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. With the geographical advantage of a long land border and an FTA that has eliminated duties on all agricultural and food products, Mexico is a natural market for U.S. exporters.

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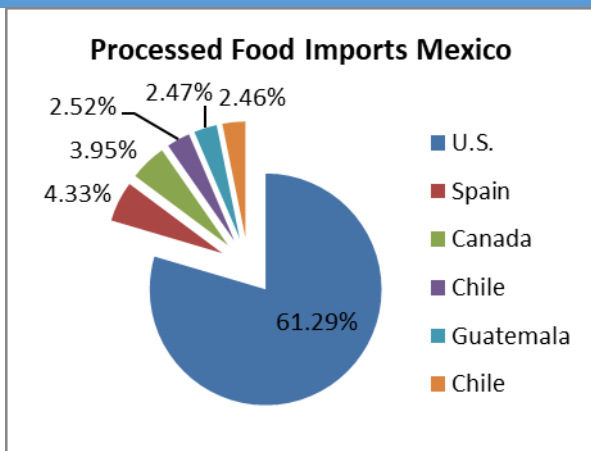
Mexico City ATO

Fact Sheet Mexico

Executive Summary

Mexico continues to be a strong and consistent market, representing one of the largest consumer markets in the world for U.S. products. Overall, Mexico's top trade partner is by far the United States, which imports 80 percent of all Mexican exports and provides Mexico with 50 percent of its total imports. Since NAFTA was implemented in 1994, total bilateral trade has increased from 50.84 billion to 229.70 billion. Total U.S. agricultural and related product exports to Mexico for CY 2017 totaled \$19.5 billion representing an increase of 4.1 percent over 2016. Meanwhile, imports from Mexico increased 7.3 percent, reaching a record high \$25.5 billion in 2017. Two-way trade in agricultural, food, forestry, and fisheries products is now over \$45 billion.

Imports of Consumer-Oriented Products



HRI Industry

Major hospitality multinationals as well as local companies will continue to expand throughout Mexico, launching a number of different HRI formats to capture new visitors (both international and locals). During 2017, the number of international visitors arriving to Mexico was 99.6 million representing a 5 percent growth in comparison to 2016. The average expenditure of long-stay visitors was 909.4 USD, representing a decrease of 2.3 from previous year.

Retail Industry

According to the Mexican Association of Nationwide Retailers (ANTAD), there are 33 supermarket chains, with 55,567 stores throughout the country. Still, nearly 50 percent of the retail market is covered by informal establishments, such as mobile street vendors and open public markets, which traditionally distribute local, domestic products. ANTAD also reports that retail sales keep a steady growth pace of around 7.8 percent per year.

Food Processing Industry

In Mexico, according to the National Institute of Geography & Statistics (INEGI), in 2017 there were over 187,347 economic units including offices, manufacturing plant and distribution centers under an industry classification of "food and beverage manufacturing and processing." They employ close to 800,000 workers.

Top 10 HRI Players

1. IHG (InterContinental Hotels Group)
2. Marriott International
3. Hyatt Group
4. Hilton Hotels & Resorts
5. NH Hotels
6. Hoteles Misión
7. Grupo Posadas
8. City Express Hotels
9. Hotel One
10. Boutique Hotels (Independent)

Top 10 Retail Players

1. Bodega Aurrerá (owned by Walmart)
2. Walmart
3. Soriana
4. Chedraui
5. Comercial Mexicana
6. Casa Ley
7. HEB
8. OXXO (convenience store owned by FEMSA/ Coca-Cola)
9. Superama (owned by Walmart)
10. La Comer

Food and Beverage Trends in Mexico for 2018:

Foods across all age groups; organic foods, ethnic and natural products; consumers being more knowledgeable regarding food and drinks quality and demanding better and more specialized products

GDP/Population

Population: 127,450,423 (2016, latest available data)

GDP: \$1.153 Trillion (2017)

GDP Real Growth: 2.0% (2017)

Sources: Global Trade Atlas, Euromonitor, World Bank

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Report Highlights

Exports of agricultural and related products to Mexico totaled USD 18.6 billion and accounted for a 47 percent increase in the last ten years. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. With the geographical advantage of a long land border and an FTA that has eliminated duties on all agricultural and food products, Mexico is a natural market for U.S. exporters.

Executive Summary

This report is for informational purposes only to assist exporters of U.S. food and agricultural products in their sales and promotional efforts in Mexico. U.S. exporters should take normal commercial precautions when dealing with any potential business contract, including checking references.

SECTION I. MARKET OVERVIEW

Mexico continues to be a strong and consistent market, representing one of the largest consumer markets in the world for U.S. products. Overall, Mexico's top trade partner is by far the United States, which imports 80 percent of all Mexican exports and provides Mexico with 50 percent of its total imports. Since NAFTA was implemented in 1994, total bilateral trade has increased from 50.84 billion to 229.70 billion.

Total U.S. agricultural and related product exports to Mexico for CY 2017 totaled \$19.5 billion representing an increase of 4.1 percent over 2016. Meanwhile, imports from Mexico increased 7.3 percent, reaching a record high \$25.5 billion in 2017. Two-way trade in agricultural, food, forestry, and fisheries products is now over \$45 billion. Since NAFTA was implemented in 1994, total agricultural trade has increased over 420 percent.

In 2017, the United States' major agricultural exports to Mexico were: corn (\$2.65 billion), red meats (\$2.32 billion), dairy products (\$1.31 billion), poultry and egg products (\$1.12 billion), wheat (\$855 millions), and fresh fruits and vegetables (\$638 millions). Meanwhile, Mexico's top agricultural exports to the U.S. were: fresh fruits and vegetables (\$10.8 billion), wine & beer (\$2.26 billion), snack foods (\$842 millions), and processed fruits and vegetables (\$1.46 billion).

The United States has a geographic competitive advantage in trading with Mexico. Sharing a 2,000 mile-long border with over 45 border crossings, the United States is the natural supplier to its southern neighbor. In addition, the close proximity and economic development of the region make the tourism and restaurants sectors very dynamic for U.S. food exports. Most international tourists visiting Mexico are from the United States or Canada and, to a large degree, they like to consume products they are used to buying at home.

Mexico has been fairly resilient, despite suffering several political, economic, and social pressures in 2017. These included high inflation levels, a fluctuating exchange rate, and two earthquakes that affected the economy growth during the third quarter. Despite these events, the Mexican economy had a growth rate of 2.3 percent in 2017, while experiencing a relatively low unemployment rate, a record in remittances, and an increase in the minimum wage. In 2018, Mexico faced uncertainty during the first half of the year with the then on-going NAFTA renegotiations and upcoming Presidential election. After the resolution of those issues in the second half of the year, the Bank of Mexico (BANXICO)

reported that during the 3rd quarter of 2018, the Mexican economy grew 2.6 percent driven mainly by the positive growth indicators in consumption, employment, remittances, and consumer confidence.

Mexico ranks as the 12th most populous country, with a population of 123 million inhabitants. Seventy-nine percent of its population lives in urban areas. Mexico’s population is young, with a median age of 28. Ten percent of the Mexican population is considered wealthy, 43 percent is considered middle class and 44 percent lives in poverty.

According to data from INEGI the average income in 2017 for a Mexican household was \$9,600 USD which \$5,936 USD was spent as follows: 35 percent food; 19 percent transportation; 12 percent education; 9.5 percent housing; 7.4 percent personal care; 5.4 percent cleaning products or services; 4.6 percent clothing; 2.9 percent savings and financial transfers; 2.7 percent healthcare.

Income varies depending on the region; Mexico City, Nuevo Leon, Guanajuato, Sonora and Baja California registered a higher income due mainly to the industrial activities that take place in these areas. The states that register the lowest income are: Guerrero, Chiapas, Oaxaca, Veracruz and Hidalgo; states mainly located in south Mexico where there is less industrial activity.

Mexicans tend to be very family-oriented, and this is also noticed in consumer behavior. Family has a strong role in purchasing decisions, as it is important to have the opinion and approval of the family members. Housewives are generally in charge of choosing and obtaining groceries based on the preferences and needs of the family members. Children are an important part of the decision making process, and they are considered one of the main marketing targets for companies. Also, “millennials” are now considered a very important target. For example, millennials tend to demand more information about products, such as the history behind the brands or the production process.

The Mexican consumer has evolved to become more informed about what is happening globally due to new communication technologies. In particular, Mexicans are adopting food trends that benefit their well-being and the environment. There are more consumers looking for natural, organic, allergen free products, as well as increased consumption of fruits, vegetables, and seeds. Functional products, such as protein-added products, restoring beverages, and functional teas are experiencing good acceptance in the market.

Advantages and Challenges for U.S. Exporters in Mexico

Advantages	Challenges
<ul style="list-style-type: none"> • The United States and Mexico are highly integrated economies and Mexicans are familiar with U.S. business practices. • The proximity of Mexico to the United States, cross-cultural awareness and strong bilateral relationships throughout the public and private sectors facilitates trade. • NAFTA and the new U.S.-Mexico- 	<ul style="list-style-type: none"> • Violence and crimes associated with illicit drugs have a negative economic impact and discourage some U.S. exporters from visiting Mexico. • Mexican consumers are price sensitive; imported products in general are higher in price. Recent exchange rate fluctuations have generally made U.S. products more expensive.

Canada Agreement have successfully increased market liberalization and access.

- Import procedures are becoming more standardized.
- Extensive presence of U.S. industry representatives facilitates the identification of trade opportunities.
- Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value.
- Population in urban centers is growing and the rate of employment among women is continuing to grow.
- Major retailers are developing increasingly sophisticated distribution systems, which will provide more space and better cold chain technology for high value imports.
- Local investment from restaurant chains continues to grow.
- Continued growth in almost all of the processed food industry in Mexico, will increase the need for inputs.
- Greater knowledge about organic products is opening new product opportunities at the retail level; likewise, increase awareness of obesity issues is creating greater demand for healthy products.

- Transportation and distribution methods inside Mexico are undeveloped in many regions.
- Technical barriers and labeling requirements can cause border-crossing problems and delays as Mexican import regulations can change rapidly and without notice.
- Mexico is the country with the most free trade agreements in Latin America, opening the door to many third-country competitors.
- Mexican retailers are demanding more locally delivered products, with local servicing and attention.
- Lower end, smaller supermarkets and convenience stores are the fastest growing segments in retail, which are not primary locations for imported U.S. products.
- Local producers and food processors are rising to the challenge of producing quality goods with an increase in variety, learning and adapting to consumer demands.
- Mexico exports large volumes of organic produce, offering direct competition to American organic producers.
- U.S. businesses sometimes are not familiar with Mexican business culture.

SECTION II. EXPORTER BUSINESS TIPS

Business Culture

Personal relationships are essential to Mexican business relationships. Mexicans attach great importance to courtesy in all business endeavors. A warm handshake combined with conversation about the person's well-being, family, or other similar topics prior to launching into any conversation related to business is considered a common courtesy. The concept that "time is money" should be left at

the border, and though Mexican businesses are also conscious of the bottom line, courtesy and diplomacy are more important values to most Mexicans than getting immediately down to business.

Personally visit your potential clients in Mexico. If a current or potential Mexican client visits you in the United States, you are expected to wine and dine him. You will be accorded similar treatment when visiting Mexico.

For more information regarding business culture in Mexico, please visit the U.S. Department of Commerce - Country Commercial Guide with a detailed chapter on Business Culture at the following link: <https://www.export.gov/article?id=Mexico-Business-Customs>

Entering the Mexican Market

U.S. exporters should consider contacting local distributors/importers as an important early step in their efforts to establish themselves in the Mexican market. A good distributor should promote sales and make sure that the imported products are available at points of sale. It is essential to maintain close contact with your representative, especially regarding changes in import procedures and documentation.

Recommendations

- Carry out market research, not only in terms of typical market research, but also in finding appropriate business contacts and thoroughly reviewing Mexican import regulations in order to successfully seize market opportunities and overcome market challenges.
- Participate in and/or attend Mexican trade shows, particularly U.S. pavilions organized at selected shows. A list of main trade shows in Mexico is available in Section VI of this report. A trade show can serve as a way to contact local distributors/sales agents, buyers and businessmen, and to become familiar with local competition. In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products. Another option is state/regionally-organized trade missions.
- If no trade shows are of interest, plan a preliminary visit to talk to buyers, retailers, distributors and other players in order to prepare a more effective entry strategy.
- Investigate if you will be able to acclimatize your product to local preferences, if required; prepare product information/promotional material in Spanish and assign specific budget to promote your product locally.
- Carry out background checks before entering into contractual agreements with potential importers.

SECTION III. IMPORT FOOD STANDARDS AND REGULATIONS

In recent decades, Mexico has become a very pro-trade country. Mexico currently has trade agreements with over forty countries, providing varying levels of market access. Since the implementation of

NAFTA in 1994, tariffs on U.S. agricultural and food products were gradually eliminated. However, Mexico currently imposes retaliatory tariffs on a number of U.S. agricultural products in response to U.S. tariffs on Mexican steel and aluminum. For a complete list of the tariffs, please see “[Mexico Announces Retaliatory Tariffs.](#)”

Information on import regulations, customs procedures, and other requirements for exporting to the Mexican market are detailed in our annual Food and Agricultural Import Regulations and Standards Report (FAIRS). Please review the latest edition, available at our Global Agricultural Information Network: <http://gain.fas.usda.gov/Pages/Default.aspx>.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Market Trends

1. Traditional retail sales and marketing chains are changing rapidly due to expansion, consolidation, mergers and acquisitions.
2. Mexican consumers now are informed about what is happening globally and look for the same products at their local stores.
3. The addition of women in the labor force adds to disposable household income to allow for the purchase of products previously perceived as too expensive.
4. Mexicans are loyal to brands and buy them even if the price is slightly higher.
5. Retail expansion in both rural and small communities is creating new markets for consumer products. Restaurants and entertainment services are following.
6. Mexico has particular concerns on obesity and cardiovascular diseases. The labeling regulations for food and beverage products attempt to discourage calorie intake, mainly of sugar and trans fats. Due to such regulations, manufacturers are producing reduced calorie products or reduced portion size of their regular products.
7. The young population is including more consumption into their lifestyles, looking for new and different products, especially those that are popular on social media. Growing categories for this target are craft beers, snacks, fast-food restaurants, and casual-dining restaurants.
8. A rise in urbanization is pushing up sales of packaged food and ready-to-eat meals, and creating new markets for catering and fast food services.
9. Food processors will increase their offerings of health and wellness packaged foods, such as cereals, processed fruits and vegetables, and yogurt
10. Safer packaging options allow children to handle products on their own, and smaller packaging options geared towards younger consumers as well as less affluent consumers are becoming more prevalent. Prepared or ready-to-eat meal substitutes and products with easy preparation, such as microwavable products, are also growing.
11. Mexicans like to indulge themselves with premium products, mainly on special occasions such as holidays or important celebrations, where they can spend extra money on products like wine and spirits, gourmet, or delicacies.

12. Urban areas are increasingly adopting online grocery and food delivery apps.

A. Retail Sector

Ever since the signing of the North American Free Trade Agreement (NAFTA) in 1994, retail trade has become more diversified and the quality of merchandise has improved in all types of formats. Foreign players, especially from the United States, have entered the Mexican market with different store formats, pushing Mexican retailers to modernize and expand their facilities. The main urban cities are well covered by several supermarket chains, and now the strategy is to move out to smaller cities throughout the country and also to target specific, localized, high-end segments.

According to the Mexican Association of Nationwide Retailers (ANTAD), there are 33 supermarket chains, with 55,567 stores throughout the country. Still, nearly 50 percent of the retail market is covered by informal establishments, such as mobile street vendors and open public markets, which traditionally distribute local products. ANTAD also reports that retail sales keep a steady growth pace of around 7.8 percent per year.

For a more specific and thorough analysis of the Mexican retail sector, please review our latest [Retail Food Sector Report](#).

B. Hotel, Restaurant, Institutional (HRI) Sector

Based on statistics published by the National Institute of Geography & Statistics (INEGI), Mexico has over 21,957 businesses registered as hotels, motels, and other lodging facilities and more than 515,059 registered as restaurants, caterers, nightclubs, bars and other food preparation services.

U.S. suppliers continue to enjoy favorable market conditions as American restaurants and hotel chains expand operations in Mexico. U.S. products dominate imports, with the main competition coming from local firms. Of all food products consumed in hotels and restaurants, over 50 percent are imported. Independent distributors continue to be the main suppliers for the HRI sector; however, they have been experiencing greater competition from large club stores, which have been aggressively pursuing their share of this market, especially in resort areas.

We have published specific reports with a more complete examination of the Mexican HRI sector, and in some cases, for specific subsectors like restaurants or hotels. Please review our collection of HRI Food Service Sector Reports, available at the Global Agricultural Information Network: <http://gain.fas.usda.gov/Pages/Default.aspx>

C. Food Processing Sector

In Mexico, according to the National Institute of Geography and Statistics (INEGI), there are over 187,123 registered companies under the industry classification for food and beverage manufacturing/processing. Mexico has a relatively strong food processing industry, growing at a rate of almost four percent, and with a market value of almost US\$135 billion. Leading Mexican brands have well-developed national distribution networks, are well positioned in the market, and enjoy high brand awareness with consumers, who tend to be very loyal, despite macroeconomic fluctuations.

Since a new class of Mexican consumers is demanding products that are healthy, convenient, and innovative, food processors are adjusting to seek innovative inputs or, in some cases, establish business relationships with foreign food processors in order to exchange technological innovation for their knowledge of the market. Although the majority of the food processing sector in Mexico is dominated by multinational (both domestic and foreign) corporations, there is a large and growing opportunity for small to medium companies to participate in this industry.

A more complete and exhaustive analysis of the food processing sector is available in our [Food Processing Ingredients Report](#).

BEST HIGH VALUE PRODUCT PROSPECTS

U.S. consumer-ready exports to Mexico have grown in recent years, with record sales across many product categories such as poultry meat, dairy, fresh vegetables, processed fruit and vegetables, breakfast cereals and mixes, processed meat, wine and beer. In some cases (like wine, food preparations, and beef), specialists and industry contacts believe that there is still potential for growth in these products, creating additional opportunities for U.S. exporters.

Product Category	2017 U.S. imports (in million USD/1)	Import tariff rate	Key constraints over market development	Market attractiveness for USA
Meat [Bovine]	968.5	0	Constant pressure from domestic producers, claiming unfair trade practices.	Mexican market is aware of the high quality the beef meat has.
Meat [Swine]	1,521.4	20%	Retaliatory tariffs of 20% on several swine cuts and products.	Mexican market is aware of the high quality the swine meat has.
Poultry meat	922.8	0	Antidumping resolution	Chicken is the meat most

			is currently on hold by Mexican authorities	consumed by Mexicans, mainly due to price
Milk powder	400.3	0	Pressure from local producers to have additional regulation on milk and milk powder	
Cheese	123	20%	Because of high prices, a large segment of families cannot afford cheese in their diet. Retaliatory tariffs of 20% are currently being applied to many types of cheese.	Healthy eating trends create opportunities for cheese, especially for low-fat, calcium-enriched and lactose-free products
Fresh apples	208.87	20%	Constant pressure from domestic producers, claiming unfair trade practices. Current retaliatory tariff of 20%.	Awareness and maturity of the market creates an opportunity for non-traditional varieties. Healthy-eating promotional campaigns indirectly benefit U.S. fresh produce.
Bakery goods (bread, cakes, pastry, cookies, etc.)	80.41	0	Might be affected by the recent 8% tax (IEPS) on “junk food” depending on calories intake	Perceptions of “healthy eating” affect this category. Companies are including low-calorie or vitamin-enriched varieties using more dried fruits as ingredients
Sauces	216.7	0	Cultural barriers might affect sauces that try to substitute traditional Mexican recipes	Opportunities created for private label and innovative flavors to a more knowledgeable consumer
Soups	131	0		Opportunities created for new innovative flavors/ingredients
Ready-to-eat meals	15.68	0	Mexican consumers have a very demanding/spice-oriented taste. Companies should be familiar with the	Ready meals more popular due to the demand for convenient inexpensive foods

			Mexican palate.	
Wine	12.27	0	A special tax (IEPS) for alcoholic beverages ranges from 26.5% to 53% , depending on the alcohol volume	Wine consumption both in restaurants and at homes is growing fast
Beer	116.53	0	A special tax (IEPS) for beer is set at 26.5%	Consumer awareness creates a niche for “specialty” beer.

/1 Source: USDA/FAS BICO Report, GTA and Post analysis

/2 Source: Secretariat of Economy (www.economia.gob.mx)

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Table A. Key Trade & Demographic Information

Agricultural imports from all countries / U.S. market share ^{1/}	\$20.88 billion / 65.51%
Consumer food imports from all countries U.S. market share ^{1/}	\$7.64 billion / 73.54%
Total population / Annual growth rate ^{2/}	129.16 millions /1.3%
Urban population ^{2/}	103.15 millions
Number of major metropolitan areas (> 1 million inhabitants) ^{2/}	12
Per Capita Gross Domestic Product ^{2/}	\$8,902.83 (nominal)
Unemployment rate ^{2/}	3.5%
Percentage of Food Expenditures from total income ^{3/}	34.1%
Female population employed ^{4/}	19,872,313
Exchange rate ^{5/}	US\$ 1.00 = 18.91

1/ Source: Global Trade Atlas

2/ Source: World Bank

3/ Source: INEGI, National Household Income & Expenditure and 2010 Census. 2015 Update

4/ Source: Mexico Ministry of Economy latest published information

5/ Source: Mexico Central Bank

Table B. Mexico, Top 15 Suppliers of Consumer Oriented Agricultural (value in USD)

Partner Country	United States Dollars			% Share		
	2015	2016	2017	2015	2016	2017
World	\$7,544,967,614	\$7,251,617,042	\$7,637,990,840	100.00	100.00	100.00

United States	\$5,663,202,581	\$5,332,856,515	\$5,616,833,829	75.06	73.54	73.54
Canada	\$ 359,982,354	\$ 326,002,074	\$ 310,341,653	4.77	4.50	4.06
Chile	\$ 291,342,326	\$ 274,882,468	\$ 246,372,794	3.86	3.79	3.23
New Zealand	\$ 187,278,615	\$ 198,791,838	\$ 219,792,302	2.48	2.74	2.88
Spain	\$ 116,214,936	\$ 125,432,082	\$ 174,447,313	1.54	1.73	2.28
Brazil	\$ 67,892,980	\$ 96,700,002	\$ 150,184,537	0.90	1.33	1.97
Netherlands	\$ 94,399,642	\$ 90,391,637	\$ 102,066,278	1.25	1.25	1.34
Germany	\$ 46,619,347	\$ 49,795,769	\$ 56,827,096	0.62	0.69	0.74
China	\$ 61,699,900	\$ 70,624,550	\$ 56,020,654	0.82	0.97	0.73
Italy	\$ 41,528,934	\$ 47,939,429	\$ 52,991,982	0.55	0.66	0.69
France	\$ 56,600,024	\$ 49,463,384	\$ 52,431,274	0.75	0.68	0.69
Uruguay	\$ 74,891,765	\$ 55,905,638	\$ 48,538,175	0.99	0.77	0.64
Cote d Ivoire	\$ 902,419	\$ 44,423,516	\$ 46,549,506	0.01	0.61	0.61
Sri Lanka	\$ 32,148,868	\$ 46,241,914	\$ 46,159,103	0.43	0.64	0.60
India	\$ 25,567,769	\$ 22,237,373	\$ 40,809,404	0.34	0.31	0.53

Source: Global Trade Atlas

For additional information on U.S. agricultural and related product exports to Mexico, including reports on exports in each main product category, please visit the Global Agricultural Trade System at: <https://apps.fas.usda.gov/gats/default.aspx>.

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

The primary mission of the U.S. Agricultural Trade Offices (ATO) in Mexico City and Monterrey is to assist the market development and promotion of U.S. food and agricultural products in the Mexican market. There are a wide variety of activities and services that the ATOs, along with other private sector representatives called “cooperators,” make available to help develop U.S. agricultural interests in Mexico. If you have any questions or comments regarding this report or need assistance exporting U.S. food and beverage products to Mexico, please contact the ATO in Mexico City or Monterrey.

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MAIN TRADE SHOWS IN MEXICO

Trade Show	Description	Website
Expo ANTAD	Trade show organized by the National Retailers and Department Stores Association. Takes place annually in Guadalajara.	http://expoantad.net/expo2019/
ABASTUR	Hospitality industry trade show. Takes place annually in Mexico City.	https://abastur.com/en/what-abastur
Exphotel	Hospitality industry trade show. Takes place annually in Cancun.	http://www.exphotel.com
Expo Restaurantes	Restaurants and restaurant suppliers trade show. Takes place annually in Mexico City.	http://exporestaurantes.mx/
Confitexpo	Confectionary industry tradeshow. Takes place annually in Guadalajara.	https://www.confitexpo.com/
Mexipan	Bakery industry trade show. Takes place every other year in Mexico City.	https://www.mexipan.com.mx/
Expo Café	Trade show related to coffee and coffee shops suppliers. The show has two editions per year one in Guadalajara and the second one in Mexico City.	https://www.expocafe.mx/
Gourmet Show	Trade show related to gourmet products, including new categories like vegan, organic, wines and spirits and chocolate products.	https://www.gourmetshow.mx/
Expo Cerveza Mexico	Craft beer trade show. Takes place annually in Mexico City.	https://cervezamexico.com/
Agro Baja	Agricultural and Fishery exhibition. Takes place annually in Mexicali.	https://www.agrobaja.com/
Food Tech Summit	Food ingredients and food additives trade show. Takes place annually in Mexico City.	http://foodtechnologysummit.com/
Feria Internacional del Helado	Ice-cream manufacturers and ingredients trade show. The tradeshow has 2 editions one in Guadalajara and one in Mexico City.	http://www.feriadelhelado.org/

Expo Carnes y Lacteos	Beef, Pork, Poultry meat and dairy trade show. The event takes place annually in Monterrey.	https://expocarnes.com/
Cake and Bake Masters	Pastry and bakery ingredients trade show. The event takes place annually in Mexico City.	https://www.cakeandbakemasters.com/

ADDITIONAL INFORMATION

FAS/ Mexico Web Site: We are available at: <http://www.mexico-usda.com.mx/> or visit the FAS headquarters' home page at: <http://www.fas.usda.gov> for a complete selection of FAS worldwide agricultural reporting.

Useful Mexican Web Sites: Mexico's equivalent to the U.S. Department of Agriculture (SAGARPA) can be found at <http://www.sagarpa.gob.mx> and Mexico's equivalent to the U.S. Department of Commerce (SE) can be found at <http://www.economia.gob.mx>. These websites are mentioned for the readers' convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.