



# Trade Mission to Mexico: *Selling California Dried Fruit Products to Mexico*

*Implementation of a 2005-2006 California Dried  
Fruit Association Feasibility Study funded by the  
USDA's Agricultural Marketing Service*



IN PARTNERSHIP WITH  
California Department of Food and Agriculture  
USDA's Agricultural Trade Office in Mexico

March 6 - 11, 2011  
Guadalajara, Mexico

## TRADE MISSION ACTIVITIES:

- Free One-on-One Meetings with prospective Mexican Dried Fruit buyers – wholesalers, distributors, retailers
- Free ground transportation to visit/tour retail chains, traditional markets, and central market in Guadalajara (wholesale market)
- Free display of California dried fruit products that represent the industry at the ANTAD 2011 Trade Show in Guadalajara, Mexico



[SIGN UP TODAY!](#)

The Sacramento CITD in partnership with the California Department of Agriculture and the USDA's Trade Office in Mexico are organizing and hosting a trade mission to Guadalajara, Mexico to introduce California dried fruit producers and processors to prospective buyers (wholesalers, distributors) or partners in Mexico. The mission will also provide opportunities for participants to generate their own buyer meetings and tour sales facilities in Guadalajara. The mission includes pre-arranged one-on-one meetings with prospective buyers and agents, free ground transportation, free trade show demonstration booth, free trade seminar to learn and meet Mexican buyers, and a free dried fruit export guide to Mexico and marketing guide to U.S. Hispanic Market.

IN PARTNERSHIP WITH



## CALIFORNIA-MEXICO TRADE HIGHLIGHTS:

- Mexico is California's fifth largest agricultural export destination valued at more than \$550 million
- Dried fruit and nut exports to the Mexican market are valued at more than \$109 million
- The North American Free Trade Agreement (NAFTA)
- Geographic location, without a doubt, facilitates trade with Mexico
- Mexico is a great launching point into Latin American markets



TRADE MISSION ADVANTAGES

- No Fees for Participating in this Project
- Free-of-Charge Demonstration Booth at the ANTAD 2011 Trade Show in Guadalajara
- Free Export Guide to Mexico & Marketing Guide to U.S. Hispanic Market
- Free Scheduled Meetings with Mexican Buyers
- Free Ground Transportation to Tour Guadalajara's Central Market (wholesalers)

[Register Today!](#)

## MISSION AGENDA:

### Sunday, March 6

Arrival to Guadalajara and transportation to hotel

### Monday, March 7

Breakfast on your own

10:30 a.m. to 2:00 p.m. Visit retail chains and traditional markets

Lunch

3:00 p.m. to 6:00 p.m. Trade Seminar

One-on-one meetings with Mexican dried fruit wholesalers and distributors

### Tuesday, March 8

Breakfast on your own

8:30 a.m. to 2:00 p.m. Visit different retail chains, traditional markets, and a scouting visit to central market in Guadalajara.

Lunch

3:00 p.m. One-on-one meetings and booth set up

### Wednesday, March 9

Breakfast on your own

10:00 a.m. to 6:00 p.m. ANTAD 2011 Trade Show

### Thursday, March 10

8:00 a.m. to 10:00 a.m. WUSATA Breakfast / Seminar

10:00 a.m. to 6:00 p.m. ANTAD 2011 Trade Show

### Friday, March 11

Breakfast on your own

10:00 a.m. to 3:00 p.m. ANTAD 2011 Trade Show

3:00 p.m. Return trip to California



## SUPPORTING ORGANIZATIONS



## TRAVEL AND ACCOMMODATION:

Trade mission delegates are responsible for the arrangement and payment of their own travel and accommodation. We want trade mission participants to get the best travel and accommodation rates, so we recommend booking as early as possible.

A preferential rate has been negotiated for you at the Hilton Guadalajara Hotel at \$180 USD per day. The hotel is located next to the ANTAD Expo site and close to Guadalajara's Central Market where most of the meetings and visits will occur.

Hilton Guadalajara Hotel

Ave. de la Rosas 2933

Guadalajara, Jalisco, Mexico 44540

Tel: 52-33-3678-0505

Fax: 52-33-3678-0511

[http://www1.hilton.com/en\\_US/hi/hotel/GDLGHHF-Hilton-Guadalajara/index.do](http://www1.hilton.com/en_US/hi/hotel/GDLGHHF-Hilton-Guadalajara/index.do)



To book your own International airfare, below are links to various sites. The airfares offered by various airlines range from \$415 to \$870 per person for a roundtrip ticket, with one or more stops.

<http://www.farecompare.com/>

<http://www.expedia.com/>

<http://www.dealbase.com/>

<http://www.orbitz.com/>

<http://www.priceline.com/>

<http://www.travelocity.com/>

## PARTICIPATION REQUIREMENTS:

Limited to producers, processors, or exporters of California dried fruit.

For questions contact Cynthia Wright at 916.563-3200 or [WrightC@losrios.edu](mailto:WrightC@losrios.edu)

**Registration Deadline:** February 12, 2011