



IDAHO GOVERNOR'S VIRTUAL TRADE MISSION MEXICO APRIL 19-23, 2021



WHY ATTEND THE GOVERNOR'S VIRTUAL TRADE MISSION?

High Desert Milk commented, "Governor-led trade missions serve as an asset for all of Idaho's businesses, allowing companies to meet with high level decision makers, and facilitating expansion of business. For us personally, this will translate to hundreds of thousands of dollars in new sales."

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

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SPACE IS LIMITED!
FIRST COME,
FIRST SERVED

BENEFITS OF IDAHO VIRTUAL TRADE MISSIONS:

- Open doors to prime international markets.
- Gain high-level access to new potential customers and strategic government officials.
- Strengthen existing international relationships and gain a deeper understanding of strategic Mexican industries.
- Affordable prospecting of vetted potential partners/buyers due to virtual meetings.

PARTICIPATING COMPANIES RECEIVE:

- Virtual Matchmaking with potential partners and buyers.
- Markey Briefing with Idaho Governor, U.S. Ambassador and Mexico Market Experts.
- Assessment of your company's potential in the market and market entry strategies.
- Connect with Mexican business leaders who can increase your growth in the market
- Leverage high-level Government officials to open doors.

WHO SHOULD PARTICIPATE:

- Idaho firms and organizations looking to expand sales and build international business relationships in a new market.
- Companies wanting to strengthen and transform existing customer relationships that they have already established in Mexico.

**REGISTRATION DEADLINE:
JANUARY 29, 2021**



IDAHO GOVERNOR'S VIRTUAL TRADE MISSION

MEXICO

APRIL 19-23, 2021

HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

THE STAFF WERE SO HELPFUL IN SETTING UP MEANINGFUL MEETINGS WITH THE KEY PERSONNEL FROM POTENTIAL CUSTOMERS. WE ARE PREPARING A BID RIGHT NOW FOR ONE OF OUR MOST PROMISING CONTACTS OF THE TRIP. GOVERNOR LITTLE WAS VERY ADEPT IN OBTAINING THE RESPECT AND ATTENTION OF COMPANIES THAT WE WOULD LIKE TO DO BUSINESS WITH. THIS TRADE MISSION IS SOMETHING I WILL BE DOING AGAIN." - JEREMIAH CLARK, AMERICAN MILLS

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FIRST SERVED

**REGISTRATION
DEADLINE:
JANUARY 29, 2021**

WHY MEXICO?

- Mexico became the United States' largest trade partner in 2019 (surpassing China and Canada).
- Close cultural, social, and economic ties make Mexico a natural market to consider for first-time and expanding exporters.
- In 2019, Mexico was the second largest destination for U.S. agricultural exports, which totaled \$19.2 billion.
- The United States is the largest supplier of agricultural goods to Mexico, holding a 69 % market share.
- Mexico has 13 Free Trade Agreements (FTAs) with 50 countries = 60% of the world's GDP/1 billion.
- In 2019, Mexico was the top market for U.S. wheat and dairy products. Mexico is the second-largest agricultural export market for the United States, importing USD 19.5 billion USD in agricultural products, including dairy, pork and beef products in 2018.
- Mexico's most promising sectors for U.S. exporters include agriculture; agribusiness; auto parts and services; aerospace; education services; energy; environmental technology; franchising; housing and construction; packaging equipment; plastics and resins; security and safety equipment and services; information technology; transportation infrastructure equipment and services; and travel and tourism services. However, given the size of the Mexican market, almost all product can sell successfully in Mexico with the right preparation, commitment, pricing, and service.
- Mexico is the 15th-largest economy in the world with further growth potential from its young population (median age 28).
- Given Mexico's large, diversified market, most U.S. products and services have ample opportunities. The new U.S.–Mexico–Canada Agreement (USMCA, see below) seeks to generate even more opportunities for U.S. companies.
- Mexico has generally enjoyed stable economic growth since the 1990s, despite weakening in 2019 and a COVID-linked recession in 2020.
- Close cultural, social, and economic ties make Mexico a natural market to consider for first-time and expanding exporters.

Source: <https://www.trade.gov/knowledge-product/exporting-mexico-market-overview>



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REGISTRATION FORM

PLEASE E-MAIL COMPLETED FORM NO LATER THAN
JANUARY 29, 2021 TO:

Agriculture Companies:
Chelsea.Conlon@isda.idaho.gov

Commerce Companies:
Sharon.Adams@commerce.idaho.gov

BY SUBMITTING THIS FORM, YOU ARE COMMITTING TO ATTEND THE 2021 GOVERNOR'S VIRTUAL TRADE MISSION.
YOU WILL BE CONTACTED FOR MORE DETAILS AFTER YOUR FORM IS RECEIVED.

Brian Havey, Sales Director,
Versabuilt

"It was an honor to represent Idaho manufacturing with our participation in the Governor's Trade Mission to Toronto.

Versabuilt will expand its presence in Canada as a result by signing CNC machine dealers in Ontario to distribute our products. We look forward to additional opportunities to work with the Idaho Department of Commerce to continue our growth into new markets."

PARTICIPATION FEE

\$300.00

*Participation fee covers coordination, customized itinerary of Virtual Match Making, Market Briefing with the Governor, and assessment of your companies potential in the market.

Additional/optional costs include:
Interpreters
Shipping of Samples

**REGISTRATION
DEADLINE:
JANUARY 29, 2021**

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____ Fax: _____

Name of **First Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

Name of **Second Participant**: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____