



IDAHO GOVERNOR'S TRADE MISSION TO MEXICO CITY, MEXICO NOVEMBER 13-17, 2023

HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"What a tremendous experience! The outstanding effort and coordination by the Governor, his staff, and the Idaho Department of Commerce provided AMET with sales, and relationship development opportunities that would normally be well beyond our reach. The importance, visibility, and engagement of our Governor translated into customer and partner visits with significantly greater importance and visibility. We are grateful, after a difficult pandemic period, to have the amazing support of our Idaho government in jumpstarting our Southeast Asia business due to our participation in this productive and exciting trade mission." - *Don Schwemmer, AMET inc.*

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Tanner Wagner
Idaho State Dept. of Agriculture
Direct: (208) 297-0319
tanner.wagner@isda.idaho.gov

Sharon Canaday
Idaho Department of Commerce
Direct: (208) 287-3152
Sharon.Canaday@commerce.idaho.gov

SPACE IS LIMITED!

FIRST COME,
FIRST SERVED

**REGISTRATION DEADLINE:
FRIDAY, JUNE 30TH, 2023**



TRADE MISSION ITINERARY

- November 13:** Travel to Mexico City, Mexico
- November 14:** Market Briefing / Business meetings
- November 15:** Industry Meetings
- November 16:** Business Meetings / Business Reception
- November 17:** Return travel

WHY ATTEND THE GOVERNOR'S TRADE MISSION?

BENEFITS:

- Open doors to prime international markets.
- Gain high-level access to new potential customers and key government officials.
- Recognize your key existing customers through the exclusive **Idaho Valued Partner Award** presented by Governor Little.
- Strengthen existing international relationships and gain a deeper understanding of the market in Mexico.

PARTICIPATING COMPANIES RECEIVE:

- Pre-qualified appointments with potential customers and key government officials within your industry sector.
- Reception in Mexico City with important industry and government representatives, plus an opportunity to recognize current customers with a Valued Partner Award.
- Comprehensive meeting itinerary; and logistical arrangements including hotels and ground transportation.
- Mission details including market, cultural, political, and economic information.

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 have already been established in Mexico.

**REGISTRATION DEADLINE:
FRIDAY, JUNE 30TH, 2023**





IDAHO GOVERNOR'S TRADE MISSION TO MEXICO CITY, MEXICO NOVEMBER 13-17, 2023

HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"The trade mission was excellent in helping us make contacts with serious, well-qualified potential customers. It has been pretty awesome. We are already getting so many follow-up requests for samples and additional information about our products. We developed some fantastic opportunities for future sales potential in both markets."
- Karla Robinson, High Desert Milk

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Tanner Wagner
Idaho State Dept. of Agriculture
Direct: (208) 297-0319
tanner.wagner@isda.idaho.gov

Sharon Canaday
Idaho Department of Commerce
Direct: (208) 287-3152
Sharon.Canaday@commerce.idaho.gov

SPACE IS LIMITED!

FIRST COME,
FIRST SERVED

**REGISTRATION DEADLINE:
FRIDAY, JUNE 30TH,
2023**

WHY MEXICO CITY?

- The USMCA firmly in place is bolstering the current economic recovery with Mexico.
- Mexico is the 2nd largest market for food and agriculture, the current largest trading partner with the U.S., as well as the 6th largest export market.
- Mexico is the 15th largest economy in the world and the second largest economy in Latin America.
- Since the COVID pandemic Mexico has sprung back and is expecting GDP growth in 2023.
- Most of Mexico's population is young with a median age of 29, driving increased consumption and demand for quality food and beverage products.
- Mexico City's GDP is twice that of Monterrey and 3 times that of Guadalajara
- The US contributes 54% of Mexico's annual imports (CIA World Factbook 2019)

About Mexico:

- Mexico GDP: US \$2.418 Trillion (2021)
- Mexico City GDP: US \$16.3 Billion (17.2% of Mexico's total GDP)
- The State of Mexico as a whole makes up 26.7% of Mexico's total GDP.
- Population: 129,875,529 (2023)

Best Prospects for Idaho:

- Bean seed
- Fresh produce
- Beef
- Dairy products/ingredients
- Fresh and processed potatoes
- Malt and hops
- Specialty and Healthy Foods
- Cosmetics
- Electrical products
- Mining Equipment
- Medical Devices
- Sporting Goods
- Footwear and Headgear
- Arms and Ammunition



IDAHO GOVERNOR'S TRADE MISSION TO MEXICO CITY, MEXICO NOVEMBER 13-17, 2023

HOW WILL THE TRADE MISSION BENEFIT MY COMPANY?

"Governor Little was a tireless promoter of Idaho beef products in two amazingly strong markets for Agri Beef. He may be the best salesman that we ever had, and we greatly appreciate his efforts on this mission!"

-Jay Theiler, Agri Beef

ESTIMATED COSTS

Airfare	\$1,200
Hotel	\$1,068
Participation Fee*	\$1,800
TOTAL	\$4,068

*Participation fee covers coordination, customized itinerary of business appointments, reception, ground transportation to/from airport if traveling with the Governor, and materials for up to two people per company or organization for both mission stops.

Airfare is subject to change .

Additional/optional costs include interpreters, overweight baggage charges, ground transportation, etc.

**REGISTRATION DEADLINE:
FRIDAY, JUNE 30TH,
2023**

REGISTRATION FORM

PLEASE E-MAIL COMPLETED FORM NO LATER THAN
JUNE 30TH, 2023

Agriculture Companies:
Tanner.wagner@isda.idaho.gov

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

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: _____

*If more than two participants from the same company, see additional fee below and attach separate page for additional registrations.

_____ **I will participate in trade mission**
Participation fee of \$1,800 includes up to two (2) company representatives.

_____ **There will be more than 2 participants from our company**
\$300 for each additional participant (over 2).

