



GROW your Agribusiness in Mexico

Expand your business to Mexico!

Mexico is a priority target market for American agricultural and food machinery and equipment. According to the Department of Commerce's Office of Transportation and Machinery, this market grew 7.6 percent in the first six months of 2016, led by the exports of tractor parts, engine and engine parts.

The agribusiness industry in Mexico is in continuous and steady expansion. The agribusiness landscape is driven in part by strong consumer demand of a large population and a steadily growing middle class. With a large land area and a diverse range of climates, Mexico is well-suited to large-scale agricultural production. The highly fragmented state of Mexican farming leaves significant room for consolidation and increasing yield.

Agroalimentaria 2018 Features

- * Potential to meet with B2B partners.
- * Exposure to healthy and growing market.
- * Export Specialists support before, during and after show participation.

High Level of Demand Expected in Mexico

U.S. firms lead in **irrigation technology, commercial mowers, and farm dairy equipment**. Focused efforts by U.S. exporters to uncover sales opportunities for such equipment will be met with long term success, as the Mexican agribusiness market begins to build capacity to meet growing local demand.

Opportunities for U.S. suppliers include:

Modern Agricultural Machinery: This particular sector continues to present U.S. suppliers with opportunities. Approximately 70 percent of Mexican agriculture is still harvested through manual labor, utilizing rudimentary tools.

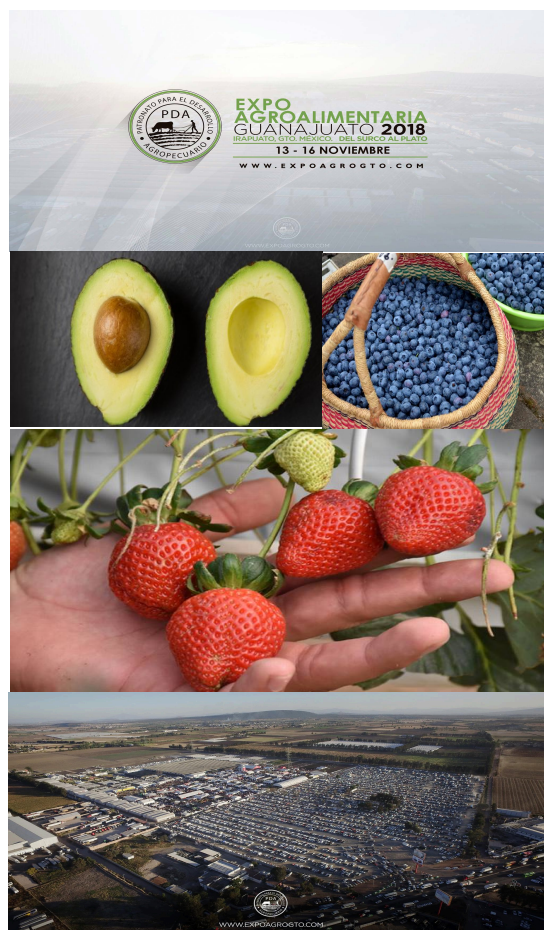
Fertilizers: Mexico has no national fertilizer industry, which results in farmers either fertilizing their crops with traditional products or foregoing fertilizing altogether.

Pesticides: Pesticides are another sub-sector with virtually no national competition. With harvestable land increasing yearly, there is strong market demand for pesticides.

Packaging Equipment: General packaging equipment has also had a considerable increase in demand due to producers' desires to begin packaging their own products.

Dates: November 13 - 16, 2018

Venue: Irapuato, Guanajuato Mexico



For More Information

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