



# TRADE SHOW OPPORTUNITY

# ABASTUR 2003

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## MEXICO CITY, MEXICO

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**What:** Restaurant Hotel ABASTUR 2003

**When:** Oct. 1-3, 2003

**Where:** Las Americas Convention Center  
Mexico City, Mexico

**The Show:** ABASTUR 2002 attracted nearly 18,000 visitors, including top buyers and importers. ABASTUR 2003 is expected to be an even greater success. The show continues to expand floor space to accommodate the huge response by participants and visitors alike.

The excellence and variety of the products, combined with the overall quality of exhibitors and visitors, set this show apart as a not-to-be missed marketing opportunity to reach key executives and contacts in the hotel, restaurant and institutional industry. By participating in the U.S. Agricultural Pavilion at ABASTUR 2003, you can ensure your company has excellent access to these important clients.

**The Market:** Mexico, with its large and growing population, developing economy and geographic proximity, is a dynamic market for top-quality U.S. food and agricultural products. From calendar year 1995 to 2002, the value of U.S. agricultural exports to the country swelled from \$3.8 to \$7.2 billion. Consumer-oriented product sales accounted for a large part of that impressive increase—surging from \$952 million to \$2.8 billion.

Among the top U.S. consumer product gainers in 2002 were breakfast cereals and pancake mixes, red meats, and fruits and vegetables, all of which set new sales records.

**Best Products:** Fresh and processed fruits and vegetables, fruit and vegetable juices, dairy products such as quality ice cream, alcoholic beverages, seafood, snack foods, pre-made appetizers, vegetable oils, light foods, frozen products, sugar and sweeteners, sauces, other condiments, herbs and spices

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