

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Mexico

**Post:** Mexico ATO

### Expo ANTAD 2017 ATO Mexico's Seminar and Networking Event

**Report Categories:**

CSSF Activity Report

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**Report Highlights:**

ATO sponsored a seminar and networking event during Expo ANTAD and Alimentaria 2017, held on Wednesday, March 8, 2017, in Guadalajara. This event reached over 75 participants including retailers such as Walmart and Soriana representatives and U.S. agricultural producers exhibiting at Expo Antad.

Expo Antad/Alimentaria is the biggest retail show in Latin America. The show featured more than 1,500 exhibitors, and received around 44,000 visitors. This year ANTAD took place from March 7-9, in Expo Guadalajara, Mexico. From the total attendance, 76% of the visitors were national and 24% international where 49% were representatives of North American companies.

## General Information:

ATO sponsored a seminar and networking event during Expo ANTAD/ Alimentaria 2017, the event was held on Wednesday, March 8, 2017, in Guadalajara. This event reached over 75 participants including retailers such as Walmart and Soriana representatives and U.S. agricultural producers exhibiting at Expo Antad.

For the seminar, ATO Mexico gave a presentation with general information about Mexican retail market and its trends and two high level executives from Walmart Mexico, the Director of Proteins Global Sourcing and the Director Global Sourcing of Groceries and Consumables gave presentations about Walmart in Latin America and their current worldwide supply chain. After the presentation U.S. companies and U.S. associations had an opportunity to mingle and network with Mexican distributors and retailers.

The event brought together new to market companies participating at the ANTAD Expo, U.S. agricultural associations including USA Pears, USA Poultry and Egg Export Council, State Regional Trade Groups such as Food Export Midwest and North East, SUSTA and WUSATA, as well as Mexican retailers such as Walmart and Soriana, importers and distributors.

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### I. EVENT EVALUATION REPORT

Name of the Show: Expo Antad Seminar and Networking Event

Website: [www.expoantad.net/expo2017/en/](http://www.expoantad.net/expo2017/en/)

Date: March 7-9, 2017

City/Country: Guadalajara/Mexico

#### I. STATISTICAL SUMMARY

##### A. Profile of Visitors

U.S. new to market companies and U.S agricultural association's representatives, Mexican retailers including Walmart and Soriana representatives and Mexican distributors of U.S. products.

#### B. Event Expenses

Conference Room Rental & Audiovisual	US\$ 3,492.92
<b>Total Expenses</b>	<b>US\$ 3,492.92</b>

### I. FAS FIELD EVALUATION

#### A. Event Objectives:

ATO objectives for the FY2017 EXPO ANTAD Seminar and Networking event included:

- Achieve a 75 percent attendance rate of invitees
- Offer our ATO services to U.S. companies especially the new to market companies and inform them about the Mexican market and the retail sector
- Gain ATO public exposure and recognition among key retail market players in Mexico plus strengthen ties with current contacts
- ATO presence at one of the major tradeshows in Mexico and help U.S. companies expand their network of Mexican buyers

**B. Event's Success in Achieving the Objectives:**

- Over 65 participants with an attendance rate of 100% of invitees
- Participants expressed satisfaction in the quality of the speakers and their presentations, and were able to network with Mexican retailers at the event.
- Participants included Mexican top retailer buyers, Mexican distributors, U.S. new-to-market companies, U.S. agricultural associations present at Expo ANTAD
- ATO Mexico City was able to meet all the representatives of U.S. companies exhibiting at Expo ANTAD 2017 and offer them its services. Participants expressed gratitude for the ATO-sponsored seminar and networking session

**C. Suggestions for Improving Future Events**

- Hand out evaluation forms after the event to get feedback from participants and improve future seminars
- Plan with enough lead time the invitation list and send invitations a month in advance to avoid double dipping or no shows

**D. Photos**



Colorado Pavilion at ANTAD



FAS Networking Event at ANTAD