

**Special Crops and Commodities Trade Mission  
March 18 - 22, 2019  
Mexico City, Guadalajara and Monterrey, Mexico**

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a Special Crops and Commodities Trade Mission to Mexico City, Guadalajara and Monterrey in Mexico from March 18 - 22, 2019.

This mission is an excellent opportunity for special crops and commodities suppliers to meet with qualified Mexican importers, distributors and sellers. The primary objective of the mission is to provide business opportunities to companies supplying crops like lentils, peas, chickpeas, flax, wheat, canola and canary seed through targeted B2B meetings in the three cities and create an awareness of the benefits of Saskatchewan products as food and as an ingredient. The program activities will assist special crops and commodities exporters with developing the contacts interested in: purchasing commercial levels of product; research and development using the product; and the benefits of using prairie ingredients for human consumption.

Mexico, a stable democracy, is the most populated Spanish speaking country in the world. With its population of over 128 million people, which makes it the eleventh-largest country in the world, Mexico is an attractive market with its large consumer population and stable economic policies. Mexico is still one of the largest and most consistent markets for Saskatchewan agricultural products. Mexico was the second-largest consumer of bread (\$12.7 billion) in Latin America in 2017. There is a growing consumer class, providing demand for quality goods and boosting the economy. Mexico has managed to keep a stable economy and has recovered its positive rates of growth, reporting a GDP growth of 2 percent in 2017. It offers a large market with a GDP of approximately \$4.55 trillion with a 2018 estimated per capita income of \$26,802.

**PROPOSED SCHEDULE:**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Mar 17	Mar 18	Mar 19	Mar 20	Mar 21	Mar 22
<i>Arrive in Mexico City</i>	<i>B2B meetings and plant tour</i>	<i>AM flight to Guadalajara and PM plant/storage facility tour</i>	<i>AM B2B meeting in Guadalajara, PM flight to Monterrey</i>	<i>AM B2B meeting in Monterrey and PM site tour</i>	<i>Depart for Canada</i>

Participating companies are responsible for their airfare, accommodations, ground transportation, meals and daily expenditures, interpreters and other miscellaneous fees. We estimate that the participation fee for this mission will be no more than \$600 in total per company.

**STEP Market Access Program (MAP)** - a funding program for new market development efforts may be available for regular members. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives as well as booth space rental fees. For complete information on the program, please refer to [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca) or indicate on the following page that you wish to discuss.

STEP will have a block of hotel rooms booked for the event, and invite the members to book their rooms directly with the hotel.

**Mortoza Tarafder, Director - Agriculture**  
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E-mail: [mtarafder@sasktrade.sk.ca](mailto:mtarafder@sasktrade.sk.ca) Website: [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca) Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)



# EXPRESSION OF INTEREST

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- I will attend and will pay the participation fee of \$600** (Depending on the number of participants, the fee may change and will be adjusted).
- I am interested in applying for funding through STEP MAP. Please contact me to discuss further.**
- I am unable to attend, but would like you to represent me at the show. Please contact me.**
- I have further questions about this show. Please contact me.**

Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ URL: \_\_\_\_\_

Signature: \_\_\_\_\_

*Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.*

Please return this form by **Friday, February 01, 2019**

to Mertoza Tarafder, Director - Agriculture  
Fax: 306-787-6666 [mtarafder@sasktrade.sk.ca](mailto:mtarafder@sasktrade.sk.ca)

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