



Department for
Business & Trade

MADE IN NORTHERN IRELAND SOLD TO MEXICO

How to export Food and Drink to Mexico

Discover the vast potential of selling your food and drink products to Mexico. Understand the Mexican food and drink market and learn how your products will fare in this vibrant market.

📅 Event date: Tuesday 17 September

🕒 Event time: 15:00 - 16:00

▶ Register:
great.gov.uk/export-academy



SAVOUR THE INGREDIENTS FOR SUCCESS IN MEXICO



Mexico is the leading destination for UK food and drink products in Latin America & the Caribbean.

In 2019, exports reached £162.4 million (Trademap, 2020). The country has a rapid growing middle-class population with disposable income which is boosting demand for premium and convenience food and drink offerings.

This event is ideal for food and drink businesses looking to grow in Mexico, regardless of whether you're already established in the region and looking for new opportunities, or are starting out on your export journey.

What you'll learn:

- overview of the food and drink market in Mexico
- key products in demand from the Mexico market
- hear from Lakeland Dairies on their recent success in the Mexico market and from an Export Champion about their experience and export journey from County Armagh to Mexico.

Don't miss this chance to position your business at the heart of a dynamic global market. This event is delivered by the Department for Business and Trade in partnership with Invest Northern Ireland's International Markets Team in Latin America.

REGISTER FOR FREE AT [GREAT.GOV.UK/EXPORT-ACADEMY](https://great.gov.uk/export-academy)