



MARCH  
22-24  
2022

# Virtual OWIT Canadian Women's Trade Mission to Mexico

Organization of Women in International Trade



**AGRI-FOOD SECTOR**  
GOURMET/SPECIALTY AGRI-FOOD PRODUCTS | HEALTH & WELLNESS | FOOD INGREDIENTS

## Mission Objective

The mission is focused on increasing exports of Canadian women-owned and women-led businesses in the Agri-food sector in Canada. Organized for export-ready small and medium-sized Canadian companies to enter or expand into the Mexican market. The mission will allow participants to better understand and tap into Mexico's business opportunities by taking part in information webinar sessions, and pre-arranged virtual business-to-business meetings.

With the geographical advantage and the Free Trade Agreements that have eliminated duties on almost all agri-food products, Mexico is a natural market for Canadian exporters. OWIT promotes trade diversification and the participation of women in international trade which contributes to Canada's economic growth.

## Includes

- Pre-arranged virtual business-to-business meetings with qualified buyers or partners
- Pre-event market information webinar sessions by experts and TCS\*
- Digital catalogue with company listing in Spanish and English
- Support by OWIT-Toronto

## Participation Fee

OWIT-Members  
\$150/company

Non-Members  
\$250/company

## Program

### February (dates TBC)

- Pre- event Market information webinar sessions by experts and TCS

### March 22

- Welcome and opening remarks
- Overview from Mexican industry leaders and Buyers' Panel
- Virtual business-to-business meetings

### March 23

- Virtual business-to-business meetings

### March 24

- Virtual business-to-business meetings
- Debriefing with participants
- Closing remarks

### Coverage Region:

Mexico City, Monterrey, and Guadalajara



To register or for more info:

Visit | [owit-toronto.ca](http://owit-toronto.ca)

For questions and inquiries please contact Alma Farias, Trade Partners at [afarias@tradepartners.ca](mailto:afarias@tradepartners.ca) | Tel. 416 458 6852

Mexico imports approximately  
**40%**  
of what is consumed\*.

## Why Mexico Matters

Mexico is one of the largest importer of agri-food products in the world. A country with a population of 130+ million people imports approximately 40% of what is consumed. In 2020 (January to November), it imported US\$25.3 billion in agriculture and agri-food products. Mexico is Canada's third most important trading partner and a strategic trade partner in two key trade agreements, CUSMA and CPTPP.

## Thank you for all your support!

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\* Trade Commissioner Service-Canada

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