

GLOBAL TRADE MISSION: MEXICO

WISCONSIN
ECONOMIC DEVELOPMENT

QUERÉTARO, GUANAJUATO, AND MEXICO CITY
FEB. 21-27, 2027



LEARN MORE

If you have questions about this program, please contact:

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GROW YOUR SALES IN ONE OF LATIN AMERICA'S FASTEST-GROWING MARKETS

The Wisconsin Economic Development Corporation is organizing a trade mission to Mexico to help Wisconsin companies connect with potential partners and other intermediaries in this market. Participants benefit from the firsthand knowledge of Wisconsin's in-market trade representative, receiving market intelligence customized for their company and product/service offerings. One-on-one meetings are arranged based on each company's specific needs; with logistics handled for them, participants can focus on getting the most out of each meeting.

Companies do not need to have prior export experience to benefit from this trade mission. Whether companies are new to this market or are looking to expand their presence there, they are invited and encouraged to participate, as long as they view exporting as an integral part of their overall growth strategy.

In addition to a customized meeting schedule, each participant in the trade mission will receive a market assessment for Mexico, detailing considerations to keep in mind when introducing their product or service into this market. WEDC has eyes and ears on the ground in the form of Wisconsin's in-market authorized trade representative—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market or growing exports within the market.

Cost: \$2,500 for a Wisconsin exporter of goods or services from a small business with revenue under \$50 million and \$2,000 for an additional participant from the same company (or \$700 if sharing a hotel room); \$3,500 for other Wisconsin exporters of goods or services and \$3,000 for an additional participant from the same company (or \$700 if sharing a hotel room)

This subsidized cost includes the following personalized services for participating companies:

- Market research and customized one-on-one appointments with potential customers, agents, distributors and other market intermediaries in each city
- Hotel accommodations for the duration of the program
- All scheduled ground transportation in Querétaro, Guanajuato, and Mexico City
- Transportation between program cities
- Some group meals
- Interpreter fees

The registration deadline for this program is **Oct. 28, 2026**.

For more details and registration information, visit wedc.org/mexico27

LOOK FORWARD ➤