



## Trade Mission Agenda

### **Making Sales in Mexico's Foodservice Market**

November 1, 2007 - Chateau Sonesta Hotel, 800 Iberville Street  
New Orleans, Louisiana

8:00-9:00

#### **Continental Breakfast**

Suppliers set up product displays

9:00

#### **Briefing on Export Opportunities**

##### *Welcome*

Jerry Hingle, Executive Director  
Southern U.S. Trade Association

##### *Overview of Mexico's Foodservice Market*

Brian Davis, Director  
Alabama International Trade Center  
The University of Alabama

#### **Successful Strategies**

9:15

##### *Selling to the Restaurant Market in Mexico*

Mr. Gustavo Perez Berlanga, Director of Purchasing,  
Marketing, and Logistics  
Toks Restaurant Group  
Mexico City

9:45

##### *Selling to the Resort and Hotel Market in the Cancun and Riviera Maya Region*

Jose Luis Ferrer, Director  
Distribuidora International Alimentos (DIA)  
Cancun Office

10:15

##### *Financing Tools for Sales in Mexico*

Bill Cummins, First Vice President  
JP Morgan Chase Bank  
Global Trade Services  
New Orleans, Louisiana

**SUSTA**  
**Mexico Trade Mission Agenda**  
(Continued)

10:30	Market Briefing Concludes
10:30-11:00	Break Suppliers set up product displays
11:00-12:00	<b>Individual meetings with trade mission delegates</b> Pre-scheduled appointments – registration required
12:00-1:00	Networking lunch
1:00-5:00	<b>Individual Meetings with Trade Mission Delegation</b> Pre-scheduled appointments- registration required
5:00-7:00	<b>Networking reception</b> Hosted by JP Morgan Chase Bank