

APPLICATION PROCEDURE FOR FOREIGN BUYERS

PROMEXICO GLOBAL






Trade Mission: Wines & Spirits of Mexico






September 23rd-25th, Quinta Real Hotel Oaxaca City, Oaxaca.

ProMéxico as a vehicle to approach potential clients worldwide arranges meetings and encounters with foreign importers/buyers in conjunction with their Representative Offices Abroad.

The Federal Mexican Government in the aim of raising the awareness on the Mexican beverages selection I organizing the “Wines & Spirits of Mexico” in the colonial city of Oaxaca. It’s the perfect place to build profitable relationships with more than 150 certified Mexican craft spirits, wine and beer producers. The 3-day program will encompass business meetings, learning, tasting, “*Palenque*” visits and world-class regional (Oaxacan) cuisine. Not to mention, the unparalleled networking opportunities on this event.

Participating Drinks

 Pulque
 Raicilla
 Rum
 Sotol
 Tequila

 Wine
 Bacanora
 Craft Beer
 Agave Spirits
 Mezcal








Attendees’ Profile:

Foreign Buyers: licensed importers and distributors, managers and new product development agents.

Exporters: General Managers, International Sales Managers and Exports Manager.

Business Support for foreign buyers:

ProMéxico encourage buyer's participation by offering:

-  Business Agenda service
-  Free Mezcal route tour
-  Meals during the event
-  Translation support (English/ Spanish)
-  Special hotel fares close to venue
-  Airport Shuttle: Oaxaca International Airport -Hotel- Oaxaca International Airport
-  Travel Allowance Support (Reimbursement of airfares)

* The maximum amount for funding per region, per company is:

NORTHAMERICA	Up to \$ 20,000 MX (Twenty thousand pesos 00/100 MN) / equivalent to 1,290 USD approx.
CENTRAL and SOUTH AMERICA & CARRIBEAN	Up to \$ 30,000 MX (Thirty thousand pesos 00/100 MN)/ equivalent To 1,930 USD approx.
EUROPE	Up to \$ 35,000 MX (Thirty five thousand pesos 00/100 mn)/ equivalent to 2,250 USD approx.
AFRICA, ASIA & AUSTRALIA	Up to \$ 50,000MX (Fifty thousand pesos 00/100 mn) / equivalent to 3,220 USD approx.

Selection Process

Before to the event

1. Send the buyers application form (completed properly or in full) to your ProMéxico representative city office
2. Send the list of products you are interested in.
3. Review and be aware of [The Travel Allowance Support Guidelines](#).
4. Once your application is submitted, proceed to register your Company's information in the Business Platform:
 - A representative from ProMéxico will get in touch to share with you the business (web) platform link to register your contact information, and to provide detailed information on at least 3 products you have shown interest.

- Following the registration, you will receive instructions to build up your business agenda. If you require additional support along this process, please do not hesitate in contacting your ProMéxico representative.

5. Send air-tickets purchase confirmation to your ProMéxico representative no later than 30th of August.

6. Deadline to get special rates at Quinta Real Hotel is 17th of August.

HOTEL	Quinta Real Oaxaca http://www.quintareal.com/oaxaca
Phone	+52 (951) 501 6100
Email	Mabel Rufino mroman@quintareal.com Francisco Andrés fandres@quintareal.com
Reservation Code	ProMéxico Global Rueda de Negocios: Bebidas y Destilados de México

During the Event

Make the most on all your business interviews and activities arranged by the organizing committee

Follow Up after the Event

Answer the evaluation questionnaires provided after the event.

1. Initiate the reimbursement application with your ProMéxico Representative.

IMPORTANT: BOARDING PASSES MUST BE SUBMITTED (in their different forms: printed and/or electronic) of all the flights incurred to arrive to the destination where the activities were held in Mexico. The Executive Support and Services Board may require additional document(s) as for evidence of the business trip. The date of the boarding passes must be aligned to the start date of the authorized activity by not more than 5 calendar days before the start date.

Cancel Policy

The beneficiary may cancel his participation up to 30 calendar days before the start date of the event/activity i.e. before 24th of August; otherwise ProMéxico may refuse your admission to future events. If the event is cancelled due to reasons beyond ProMéxico, the institution will not be responsible of any expenses related to your attendance.

Contact Information

ProMéxico Offices Abroad	Enter the following link: http://www.promexico.gob.mx/es/mx/orex
Thalia Friligos Reyes Director of ProMéxico Office in Oaxaca	(55) 5447 7000 Ext. 1162 thalia.friligos@promexico.gob.mx
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