

# ANTAD 2021

MARCH 30 - APRIL 1, 2021  
GUADALAJARA, MEXICO



ANTAD is the big retailer trade show in Mexico. There has been a Colorado Pavilion at this show for the past five years. Mexico is Colorado's largest export market and we have an excellent CDA contractor who lives in Guadalajara, who sets up the show for us and makes appointments during the show for our companies to meet with Mexican distributors and retailers. Products that have been doing well in Mexico for this show from Colorado include: Value Added Foods [Condiments, Snacks, Mixes, Beverages] Beef, Lamb, Beans and Produce. Due to the continued success of this show we will be again doing a Pavilion in 2021.

## CDA FUNDS:

Booth space

Booth build out including stands, furniture and company signage

Contractor costs including translators and help at the show

One to one matchmaking targeted appointments during the show.

Retail tour or other activity the day before the show

Stipend of \$700 for each company to put towards their travel costs

Group booking at hotel available, adjacent to the trade show.

**\*COMPANY IS RESPONSIBLE FOR TRAVEL COSTS OVER THE STIPEND, FLIGHT, HOTEL, AND FOOD\***