



To Whom It May Concern,

Patronato de Agrobaja, a nonprofit organization integrated by producers, associations and private sector members, its organizing the eleventh edition of AgroBaja, the only Agricultural, Cattle and Fishing Expo along the Mexico – U.S. border that has become one of the leading networking events for produce, floral and related products and services.

As we have done before, Agrobaja will feature an Ag-Business meeting center where buyers, importers and distributors will be able to sit with producers assisted by a courteous, bilingual and efficient staff. Discover our new and improved areas where you will be able to continue your business meetings such as our V.I.P gourmet food court, our extended exhibition area with more than 600 vendors, a conference hall, exhibition area, nontraditional Agricultural Products Pavilion (with over 25 of the Mexican States participating), Rodeo, among others.

We hope you honor us with your distinguished attendance to our next AgroBaja edition to be held in Mexicali Baja California March 3 rd 4th and 5th 2011. We will be more than happy to have you here, and we are sure that we can help you develop new business agreements by continuously increasing our quality in our services, exhibitors and attendees.

You can contact us for further information or register online, and by request we can provide you information about past editions, statistics, photos and more, as soon you get registered we will send to you the bracelets, badges, an exhibitor directory and instructions to available parking. Don't miss this opportunity and start planning your visit so you can experience AgroBaja 2011 for yourself.

International Agri-business Center

Inside AgroBaja's business center in its 2010 edition we had a total of 253 Mexican companies participating at the business interview program, generating a total of 196 face to face appointments.

According to reports from ProMéxico and comments from the international buyers themselves, negotiations for 8 million U.S. dollars in immediate, short and long term sales were finalized

- Immediate Sales: \$ 120,000
- Short term Sales: \$ 6'521,000
- Long term Sales: \$ 1'515, 000.

Products offered in AGROBAJA

This is a short list of products you will find in AgroBaja

Handcrafted jams	Cauliflower	Organic Coffee	Sprouts
Rabbit fur items	Radish	Mackerel	Anchovies
Handcrafted wines	Kale	Pacific Oyster	Sardine
Rabbit meat	Pore	White Shrimp	Red Lobster
Strawberries	Baby Leaf	Geoduck	Urchin
Aromatic herbs	Spinach	Blue Fin Tuna	Sea Cucumber
Garlic	Broccoli	Geoduck	Crab
Peas	Watermelon	Giant Squid	Sea Snail
Abalone	Leek	Abalone	Fish in general
Snail	Beetroot	Starfish	Abalone Shell
Lobster	Mushrooms	Fish in general	Seaweed
Fruit liquor	Garlic	Fish Mill	Shark
Honey	Red Cabbage	Mexican Candy	Green Cabbage

Sincerely,

Isis Arlene Ibanez
International Promotions Coordinator