

Executive Certificate in U.S. Market Expansion for Dairy and Plant-Based Food and Beverage Industries



Monday, September 8 – Tuesday, September 9 | Miami Beach Convention Center

The Executive Certificate in U.S. Market Expansion for Dairy and Plant-Based Food and Beverage Industries Program is a dynamic, two-day experience delivered by FIU Executive Education in partnership with the Agency for Development of Export Markets, World Trade Center Miami and the Americas Food & Beverage Show & Conference. Held September 8 – 9, 2025 during the conference in Miami Beach, the program is designed for:

- Manufacturers and exporters of dairy, plant-based products, nectars and juices
- Business executives seeking to enter or grow in the U.S. market
- Professionals in regulatory, operations and commercial development roles

The program provides practical tools, insights and strategies for successful entry and sustainable growth in the U.S. market for milk, yogurt, crème, kumis, kefir, alternative dairy, and plant-based beverages, including nectars and juices. The agenda features expert-led classroom instruction, interactive discussions, real-world case studies and a high-impact site visit to Sedano's Supermarkets, a leading U.S. retailer.

SPEAKERS



Alexandra Calle
Assistant Professor
Texas Tech University



Jim Crystal
Founder and CEO
The Revelry Group



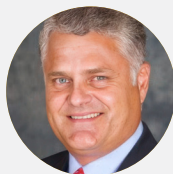
Jose Gutierrez
CEO, Sweet Moments And More
CEO, Tonantzin Foods
COO, Futuro Foods



Jerry Haar
Professor,
International Business
Florida International
University
College of Business



Lorenzo Piña
Founder
Global Trade Bridge



Gabriel E. Pascual
Founder and Managing Director
Agency for Development of
Export Markets (ADEM)

Monday, September 8 U.S. Market Landscape, Compliance and Entry Strategy

- U.S. Market Research
- Case Studies and Success Stories
- Regulatory Compliance
- Logistics, Customs, Pricing and Legal Considerations

Tuesday, September 9 Business Development, Partnerships and Industrial Opportunities

- Market Visit to Sedano's Supermarket
- Business Development Strategies
- Opportunities in the Food Service Sector
- Start-Up Entry, M&A and Incentive Programs

**Certificate of Completion issued
by FIU College of Business**

More Information and Registration:
business.fiu.edu/biz/execed-cert
Early Bird Discount ends August 15.

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