



State of Wisconsin  
Governor Tony Evers

**Department of Agriculture, Trade and Consumer Protection**  
Secretary Randy Romanski

## **WIAE Trade Promotion Activities Planned for July 2022 – June 2023**

### **GulFood | Dubai, UAE | February 20-24, 2023 | <https://www.gulfood.com/>**

Targeted to retail and food service buyers from the Middle East, Africa, South Asia, India, China, and Southeast Asia. Packaged food products and bulk foods and ingredients including dairy, meat, grains, pulses and specialty foods are exhibited at the show. WIAE funding will support exhibit space and social media promotion of the up to five Wisconsin companies exhibiting at the show.

### **VIV Asia Bangkok | Thailand | March 8-10, 2023 | <https://vivasia.nl/about/show-concept-and-profile/>**

Food event dedicated to the world of livestock production, animal husbandry, and related sectors, from feed production, to animal farming, breeding, veterinary, animal health solutions, slaughtering of meat, processing of fish, egg, dairy products, and more. WIAE funding will support exhibit space and social media promotion of up to five Wisconsin companies exhibiting at the show.

### **Wisconsin Agricultural Trade Mission to the United Kingdom (UK) | Planned for May – June 2023**

The UK is Wisconsin's sixth largest trading partner. As the UK's planned exit from the European Union (Brexit) continues, opportunities for food, forestry and agriculture products will increase. Wood products, feed, livestock and genetics, craft spirits and beers, organic and specialty foods, and pet foods are among the products with the strongest opportunity. The mission will include buyer meetings, store visits, market briefings, and meetings with regulatory entities. The mission will be led by DATCP staff and include meetings with national and regional government officials and industry and economic development organizations. WIAE funding will support the cost of in-country contractors providing partner search, business meeting facilitation services, meeting costs as well as transportation and market reports for up to six Wisconsin companies. Travel and meal costs will be paid by the companies. Dates and city locations will be released by January 2023.

### **Inbound Buyer Mission Food Products | Planned for March – May 2023.**

Inbound buyer missions are an opportunity for Wisconsin companies to meet prospective buyers. This activity will be focused on dairy, meat, and crop products purchased by retailers, food service companies, and foreign food processing companies. Commodity groups representing the products made by the Wisconsin companies and agribusiness organizations are invited to assist by organizing receptions or hosted meals for the visiting buyers and the participating Wisconsin companies. WIAE funds will support up to 12 Wisconsin food product companies to participate, including travel, hotel, and meal costs for the buyers, meeting space for one-to-one buyer meetings, and events to introduce the buyers to Wisconsin products.

### **Inbound Buyer Mission Forestry Products | Planned for March – May 2023**

DATCP will partner with the American Hardwoods Export Council and Softwoods Export Council to identify and recruit buyers from different countries. The event will be timed to take place around a U.S. trade show or conference to maximize the number of buyers and minimize travel costs. WIAE funds will support up to 10 Wisconsin forestry products companies to participate, including travel, hotel, and meal costs for the buyers, meeting space for one-to-one buyer meetings, and events to introduce the buyers Wisconsin products.

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