



## Success Story Highlights – 2018 Middle East Trade Mission

With USDA Market Access Program (MAP) funding assistance from United States Livestock Genetics Export, Inc. (USLGE), DATCP's International Agribusiness Center in February, 2018 led six Wisconsin livestock and livestock genetics businesses on a trade mission to exhibit at the VIV-Middle East Trade show in Abu Dhabi, Dubai, followed by a visit to Qatar to meet with government officials and local dairy producers and businesses.

The outcome of the mission was extremely positive, with participating companies reporting aggregate export sales of more than \$5.3 million within three months of the trip, including 3,100 U.S. dairy pregnant heifers exported from Wisconsin, Kansas and New York to a dairy operator in Qatar. One of the participating companies reporting increased export sales in the wake of the trade mission said it had never exported to this market before, and company representatives said they wouldn't have traveled to the region to explore the potential export opportunity without this organized and funded activity due to the cost and unfamiliarity of the market.

While there, Wisconsin trade mission participants met with local and regional producers and business representatives in the Middle East and customers from other regions, including India, Pakistan, Russia, Eastern Europe, and Africa. The Wisconsin companies had one-on-one meetings with potential buyers, and local media came through the Wisconsin booth at the trade show to highlight products from Wisconsin and USLGE, which was broadcasted.

During the trade mission, the Wisconsin companies also received a briefing presentation on importing into Qatar by the U.S. Commercial Office in Doha, visited Qatari dairy businesses, and established contacts with Qatar counterparts. The Wisconsin and other U.S. participants represented a wide variety of products, including cattle, genetics, feed, equipment and training.

Prior to the visit to Qatar, trade mission organizers met with staff from the U.S. Commercial Office in Doha, and the USDA-Foreign Agriculture Service, Dubai Office to arrange for business visits, match-making meetings with local dairy producers and businesses, as well as government officials to understand import requirement. Briefings provided by these two offices also helped to gain an understanding of business practices and environment of the country.

These great connections, along with the market knowledge acquired from the visit, are sure to help the U.S. suppliers to enter and succeed in the Middle East livestock markets.

