In this Issue

- Trade Consultants
- Upcoming Events

Trade Consultants

Enrique Gandara
Animal Feed, Livestock & Genetics
Latin America & Russia
(608) 224-5113
enrique.gandara@wisconsin.gov

Jennifer Lu
Wood products, Animal Feed, Livestock & Genetics
China & Asia
(608) 224-5102
jennifer.lu@wisconsin.gov

Ashwini Rao
Processed Foods
India, Latin America & European Union
(608) 224-5119
ashwini.rao@wisconsin.gov

Lisa Stout
Processed Foods
Asia & Canada
(608) 224-5126
lisa.stout@wisconsin.gov

Jack Heinemann
Bureau Director, Agricultural Market Development
(608) 224-5125
jack.heinemann@wisconsin.gov

Click here to learn more about our services.

Upcoming Events

Check out the upcoming events below and sign up now as spaces are filling up fast!

Focused Trade Mission to UAE and Kuwait

Dates: December 8-13, 2018
Registration Deadline: September 10, 2018 - $525 each market if you sign up for both markets

Within the U.A.E., Dubai is the country’s commercial center and the region’s trade hub. Efficient infrastructure (sea, land and air ports), large free trade zones and a strong business orientation make Dubai an important commercial center in the Middle East. Dubai derives sizable revenue from the re-export business and invests heavily in infrastructure, while luring foreign investment and buyers.

The advantages for U.S. exporters of consumer ready food products to the region are numerous. They include a high quality image of U.S. products, high regional per capita incomes, and a broad familiarity with U.S. culture. There are also consistently low tariffs and relatively transparent import procedures. Contact Ashwini Rao at Ashwini.rao@wisconsin.gov / 608-224-5119.

FSPI at Food and Hotel China

Dates: November 12-15, 2018
Early Registration Deadline: September 19, 2018 - $225 for Food Show Plus services

China remains the 6th largest market for consumer ready food products from the U.S. China also remains the 5th largest market for the export of U.S. processed foods, totaling US$1.7 billion in 2016. Food Export will provide its custom Food Show PLUS!™ services at Food and Hotel China. The custom services offered make exhibiting internationally less stressful, so you can focus on selling product. Contact: Lisa Stout at Lisa.stout@wisconsin.gov / 608/224-5126.

Food Export Seminar – Tools of the Trade

When: September 19, 2018 – 8:00 a.m. – 4:00 p.m.
Where: Appleton, Wisconsin
Deadlines: September 18, 2018 --
DATCP in collaboration with the Food Export Association of the Midwest, is offering an export seminar for Wisconsin agricultural and food companies to learn the 'tools of the trade' in exporting. Join us for a full day on these exporting topics:

- Market Research
- Pricing Your Product for Export
- Shipping Your Product Overseas
- Export Payments and Finance
- The Status of Ag Exports

**September Doubleheader: Supply Chain Risk Management and the latest on Tariffs and Trade**

Dates: September 11, 2018 -- 11:30 a.m. - 4:30 p.m.

Where: Fluno Center, 601 University Ave., Madison, WI 53715

Cost of Admission: Varies. Please check website.

At this Madison International Trade Association Event, supply management plan is the topic of discussion. If you don’t have a supply management plan, or it hasn’t been recently refreshed, that could be the biggest risk of all. Other risks include but are not limited to: financial, physical, logistics, technological, localization, and geopolitical. Which items should be addressed? In what order? How? You’ll hear both academic and corporate perspectives and leave the session with a clear idea of how to get started.