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## Trade Consultants

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## Governor's Export Achievement Awards - Still time to apply!

The Governor's Export Achievement Award recognizes companies for their marketplace performance, innovation, and special effort in growing exports, enhancing employment and Wisconsin's international prestige.

Previous award winners have benefited from statewide media attention, peer recognition and increased awareness of their business and services.

The deadline has been extended for applying. Interested companies should complete a preliminary [nomination form](#) by **5pm Feb. 5, 2016**. Candidates that advance in the competition will be invited to fill out a more detailed entry form at a later time.

## Upcoming Events

### [WI Agricultural Trade Mission to Mexico](#)

**When:** June 13-18, 2016

**Where:** Guadalajara

**Cost:** \$1750 (includes booth space and participation fee)

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel will be leading a trade mission to Mexico in conjunction with the 2016 [CIGAL Dairy Trade Show](#). Wisconsin businesses interested in building trade relationships in Mexico – Wisconsin's second largest trading partner – are invited to participate in this trade mission/annual conference focusing on dairy production. Participation deadline is March 15, 2016. **For more information, contact Jen Pino-Gallagher/ 608-224-5125/ [jen.pinogallagher@wi.gov](mailto:jen.pinogallagher@wi.gov)**

### [China Dairy Expo and Summit](#)

**When:** April 21-24, 2016

**Where:** Harbin, China

**Cost:** \$2500 (includes booth space and participation fee)

China Dairy Expo and Summit provides an excellent opportunity for companies involved in the dairy industry to showcase their products. A recent announcement of the establishment of 200 medium to large scale dairy farms in Heilongjiang Province, and the potential for significant sales of U.S. agricultural products, makes this highly influential industry event a not-to-be-missed opportunity! Businesses will gain a greater awareness of new developments in the industry, freely network with potential trade partners, academic institutions and government officials. **For more information, contact Jennifer Lu, 608-224-5102 or [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov).**

[Click here](#) to learn more about our services.



### [Private Label, Food Service and Retail Products Trade Mission](#)

**When:** September 26-30, 2016

**Where:** Monterrey and Mexico City, Mexico

**Cost:** Early bird registration - \$400

Mexico represents one of the best opportunities for U.S. exporters of food products. By 2018, retail sales in the packaged food market in Mexico is expected to reach US\$74.9 billion, a growth rate of 12%, or US\$7.9 billion. Research reports indicate 37 supermarket chains, with 4,592 stores throughout the country. Retail sales keep a steady growth pace of around 5%-7% per yr. Early registration deadline: May 23, 2016. **For more information, contact Ashwini Rao/ 608-224-5119/ [ashwini.rao@wi.gov](mailto:ashwini.rao@wi.gov).**

### [Europe: Trade in the Midst of Uncertainty](#)

**When:** February 9, 2016, 11:30 AM - 2:00 PM

**Where:** Fluno Center, UW Madison, 601 University Ave, Madison, WI 53715

**Cost:** Early Bird rate \$35 for Members

The European Union and the United States have the world's most integrated economic relationship and each depends heavily on the other for economic stability and well-being. The most recent developments threaten the viability of the euro and the European Union itself, as well as endangering the global economy. What does this mean for the US economy and US business? Attend this event to learn more.