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Booth Space Available for American Food Fair 2016

For a limited time only, the Wisconsin Department of Agriculture, Trade, and Consumer Protection is offering Wisconsin businesses the opportunity to exhibit at highly subsidized rates at the American Food Fair 2016. Co-located with the National Restaurant Association (NRA) Show occurring from May 21-24, 2016 in Chicago, IL, this is the largest annual gathering of restaurant, foodservice, and lodging professionals in the world. Take advantage of the biggest opportunity of the year, and sign up now to reserve your space and meet buyers interested in sourcing your product. For more information, contact Ashwini Rao at 608-224-5119 or via email at ashwini.rao@wi.gov.

China: Foreign Food Importer and Exporter Filing System

DATCP has been informed by USDA's Foreign Agricultural Service that China's General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) will adopt an upgrade to the Foreign Food Importer and Exporter Filing System, which was adopted in October 2012. As a result of the upgrade, foreign food exporters who previously registered with AQSIQ in 2012 using the old system are not required to re-register. However, exporters are asked to verify their company has been migrated to the new system on or after October 1, 2015. Chinese importers and foreign exporters can log into the system at the following website <http://ire.eciq.cn> and run a query to see the listing of registered companies. Contact DATCP's Lisa Stout (lisa.stout@wi.gov/ 608-224-5126) for more information.

Upcoming Events

[To Protect or Not – Strategies for Safeguarding Your Intellectual Property](#)

When: October 13, 2015

Where: Fluno Center, 601 University Ave., Madison, WI 53706

Cost: \$35 for members/ \$50 for non-members

Recent high profile trademark and copyright infringement cases drive home the fact that companies must plan ahead to protect their patents, intellectual property, ideas and trademarks. Learn how to protect your company's ideas, products and business practices by attending Madison International Trade Association's October event. Register [here](#).

[Food Export Seminar: Meeting Buyers' Expectations](#)

When: November 4, 2015

Where: Wausau, WI

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



Cost: \$50

Contact: Lisa Stout, 608-224-5126, lisa.stout@wi.gov

Join Food Export-Midwest and the Wisconsin Department of Agriculture, Trade and Consumer Protection for a full day of exporting education topics. If you are looking to grow your business, don't miss this opportunity to learn about the various export issues and how you can meet your international buyers' expectations.

[Food Show Plus at ANTAD 2016](#)

When: March 14-18, 2016

Where: Guadalajara, Mexico

Early Registration Deadline: November 23, 2015 - \$225

Contact: Ashwini Rao, 608-224-5119, ashwini.rao@wi.gov

[EXPO ANTAD](#) is Mexico's and Latin America's largest food and supermarket show. Explore opportunities for your products in a wide range of retail segments from the mass market to the high-end niche market. Shared booth spaces are available.