



## International Agribusiness Center

April 2020

### 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](mailto:enrique.gandara@wisconsin.gov)

#### Jennifer Lu

Wood products, Animal Feed,  
Livestock & Genetics  
China & Asia  
(608) 224-5102  
[jennifer.lu@wisconsin.gov](mailto:jennifer.lu@wisconsin.gov)

#### Ashwini Rao

Processed Foods  
India, Latin America & European  
Union  
(608) 224-5119  
[ashwini.rao@wisconsin.gov](mailto:ashwini.rao@wisconsin.gov)

#### Lisa Stout

Processed Foods  
Asia & Canada  
(608) 224-5126  
[lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov)

#### Mark Rhoda-Reis

Bureau Director, Agricultural  
Market Development  
(608) 224-5125  
[mark.rhodareis@wisconsin.gov](mailto:mark.rhodareis@wisconsin.gov)

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

### Covid-19 update

The Department of Agriculture, Trade and Consumer Protection has created a [toolkit](#) for farmers and agricultural businesses to help them plan and implement their response to COVID-19. **Please note: as circumstances continue to evolve, this toolkit and webpage will be continually updated.**

### Upcoming Events

#### Food Export Events:

View up to date information about Food Export events that have been impacted by Covid19. If a show or mission is not on the list, it's taking place as scheduled.

<https://www.foodexport.org/who-we-are/communications/covid-19-resources>

#### China Dairy Expo 2020:

**Dates/Location:** October 11-13, Shi Jia Zhuang, China

**Cost:** \$2,500, payable to China Dairy Association directly (3x3 square meters standard booth).

**Deadline** to apply is June 1, 2020.

As China's domestic milk prices rise, Chinese dairy companies defy Covid-19 to build mega farms in recent months. To capitalize this business growth opportunity, the Wisconsin Department of Agriculture, Trade and Consumer Protection will coordinate with the China Dairy Association to help Wisconsin businesses exhibit at the China Dairy Expo. Wisconsin companies interested in building and expanding trade in the China dairy industry are invited to participate.

**Contact:** Jennifer Lu for more details at [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov)



### **New dates: VIV Middle East and Business Trip to Saudi Arabia**

When: August 24- September 3, 2020

Where: Abu Dhabi, United Arab Emirates (UAE), and Saudi Arabia

DATCP will lead Wisconsin businesses to Abu Dhabi, UAE to exhibit at the VIV Middle East agriculture trade show, followed by a business visit to Saudi Arabia. Wisconsin businesses interested in building and expanding trade in the Middle East and North Africa are invited to attend. Abu Dhabi, capital of United Arab Emirates, serves as the gateway for agricultural markets in the Middle East and Africa, which are in a high-growth phase, with large amounts of imports coming from the U.S. In 2018, the United Arab Emirates totaled \$1.0 billion in U.S. agricultural exports, while Saudi Arabia totaled \$1.4 billion in U.S. agricultural exports.

**Contact:** Jennifer Lu at (608) 224-5102 or email: [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov)

### **All Japan Holstein Show, 2020**

When: October 31-November 2, 2020

Where: Miyazaki, Japan

DATCP will lead Wisconsin businesses to Miyazaki, Japan to exhibit at the All Japan Holstein show, which will mark its 15th year in 2020. Held once every five years, it serves as a social exchange for dairy enthusiasts to gather to further develop and expand the dairy industry. Japan is eager to advance the genetics and improve milk production of the breed through the use of innovative technologies to reinforce the understanding of supplying consumers with safe, wholesome and reliable milk and dairy products. Japan is the 4th largest US export market for agricultural products, with US\$12.9 billion in exports in 2019.

Participation Fee: \$3,500 / Deadline: June 30, 2020

**Contact:** Jennifer Lu at (608) 224-5102 or email: [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov)

### **China International Import Expo**

When: November 5-10, 2020

Where: Shanghai, China

Grant funds are available to reimburse a portion of booth expenses of Wisconsin food and agriculture product companies exhibiting at the November 2020 [China International Import Expo](#), November 5-10, in Shanghai, China. Please contact Lisa Stout ([lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov), 608/224-5126) for more information.



STAY CONNECTED:



SUBSCRIBER SERVICES:

[Manage Preferences](#) | [Help](#)

This email was sent to [rick.hummell@wisconsin.gov](mailto:rick.hummell@wisconsin.gov) using GovDelivery Communications Cloud on behalf of: Wisconsin Department of Agriculture, Trade and Consumer Protection · 2811 Agriculture Drive · Madison, WI 53708 · 608-224-5012

