

October 2017

In this Issue

- [Trade Consultants](#)
- [DATCP offering space at Gulfood 2018](#)
- [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) 224-5025
jack.heinemann@wisconsin.gov

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



DATCP offering space at Gulfood 2018

The Wisconsin Department of Agriculture, Trade and Consumer Protection is offering **booth space** to Wisconsin companies at Gulfood (February 17-22, 2018/ Dubai). Established over 25 years ago, [Gulfood](#) has a well deserved reputation among exporters for delivering spectacular return on investment. For the exporter seeking new sales from the Middle East, Africa and South Asia, Gulfood provides a truly global trade and sourcing platform. Highlights include:

- **Booth Space:** Furnished, walk-in-ready booth with display counter, signage, and shelves.
- **Access to markets:** Get introduced to qualified buyers from Middle East, Africa and South Asia.
- **Exhibitor Assistance:** Support within the Wisconsin booth, and information on the market provided by the USDA Foreign Ag Service.
- **Local Retail Tour:** Tour a number of the leading supermarkets in the Dubai area to better understand the dynamic retail environment.

Participation Fee: \$500 for shared space within Wisconsin booth. An **additional \$225 for the trade show enhancement services** directly payable to the Food Export Association. Air travel, hotel, meals and incidentals are not included in participation fee.

Contact: Ashwini Rao/ 608-224-5119/ Ashwini.rao@wisconsin.gov

Upcoming Events

[Financial Assistance For Global Market Expansion](#)

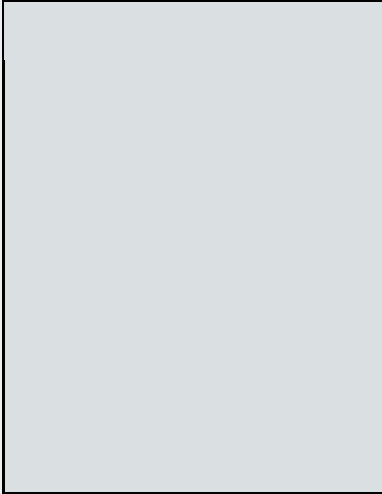
Dates: November 3 (Milwaukee), November 8 (Mosinee) and November 9 (Appleton).

Time/Cost: Variable. Check [website](#) for details

Wisconsin businesses interested in learning more about how to secure funding for their exporting efforts are invited to attend any one of these seminars.

During the half-day seminar, experts on international trade will outline specific programs available to help companies finance their export initiatives. The seminar will combine presentations and roundtable discussions to provide attendees with practical advice and information on how they can secure funding to help achieve their exporting goals.

Contact: Monica Wahlberg at 608-210-6734 or via email at monica.wahlberg@wedc.org



[Global E-commerce: The Wild West or the Final Frontier?](#)

When: Tue, Nov. 14, 11:30 AM - 2:00 PM

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

Cost of Admission: Early Bird rate \$35 for MITA Members

Companies are expanding their horizons and driving revenue to their business through global E-Commerce, both B2C and B2B. At this Madison International Trade Association's meeting, Rick Smith from Promega Corporation and Will Hsu from Hsu's Ginseng Enterprises will share tactical tips to developing and executing a global E-commerce strategy.

Register [here](#).



STAY CONNECTED:



SUBSCRIBER SERVICES:

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