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### In this Issue

- [Trade Consultants](#)
- [Upcoming events: Sign up now as space is filling up fast!](#)

### Trade Consultants

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## Upcoming events: Sign up now as space is filling up fast!

### Focused Trade Mission to Guatemala for Retail and Foodservice Products

**When: January 29-30, 2020 in Guatemala**

This is a great opportunity to meet one-on-one with buyers to promote your products and generate new sales leads, while experiencing and exploring an international market. Guatemala is the largest market for U.S. exports of consumer food products in Central America. In 2018, exports of food consumer products totaled \$449.6 million, an increase of 8% from 2017, setting a new record high. Guatemala is also the 2<sup>nd</sup> largest export market for processed foods in central America after Panama.

Wisconsin's top exports to Central America and products of interest include: oils, food preparation, processed dairy products, processed vegetables and pulses, prepared/preserved meats, condiments and sauces, snack foods, chocolate and confectionary, beer and wine.

### Bonus! Meet with El Salvador and Honduras buyers too..

#### Services Provided:

- One-on-one meetings with qualified buyers
- Retail store tour
- Table top showcase and trade reception
- Dedicated interpreter
- Translation of up to 2 pages of materials to local language

**Deadline:** Early Registration Deadline: October 14, 2019 - \$400

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/focused-trade-missions/M20ATN>

### Food Show Plus! At Expo ANTAD & Alimentria 2020

**When: March 20 – April 2, 2020 in Guadalajara, Mexico**



Expo Antad is Mexico's and Latin America's largest food and supermarket show. Mexico continues to be one of the largest and fastest growing markets for U.S. agricultural products.

In 2018, U.S. exports of consumer-ready food products added up to nearly US\$8.6 billion. Mexico remains the 2nd largest export market for consumer ready products. Mexico also imports a considerable amount of U.S. processed foods as well. In 2018, Mexico imports added up to US\$5.9 billion, ranking 2<sup>nd</sup> in the world and an increase of 2%.

Products of interest include oils, food preparation, processed dairy products, processed vegetables and pulses, prepared/preserved meats, condiments and sauces, syrups and sweeteners, chocolate and confectionary.

Note: Food Export Association is offering a booth space package in addition to Food Show Plus.

**Deadline:** Early Registration Deadline: November 13, 2019- \$225

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/food-show-plus/G20ANT>

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#### **Food Show Plus! At Seoul Food and Hotel**

**When: May 18-22, 2020 in Seoul. South Korea**

Imports of American consumer oriented food products into Korea in 2017 ended in a growth mode and totaled US\$3.8 billion, an increase of 12 percent from the previous year and the highest total on record. Korea now ranks fifth as an overall destination for these products. Korea is also a top market for U.S. processed food exports, which totaled nearly US\$1.9 billion in 2017 and grew 10 percent over the previous year. Korea is the fourth largest market for U.S. processed foods. In 2017, the U.S. remained the leading exporter of food and agricultural products to Korea with 25 percent market share.

Products of interest include beef, pork, poultry, live and frozen fish, crustaceans, cheese and curd, nuts, fresh fruits, sausages, chocolate and sugar confectionery, baked goods, processed fruits and vegetables, sauces and preparations.

**Deadline:** Early Registration Deadline: January 22, 2020 - \$225

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/food-show-plus/G20FHK>

#### **Food Show Plus! At Food Taipei**

**When: June 16-20, 2020 in Taipei, Taiwan**

U.S. food products enjoy an excellent reputation among Taiwan consumers and the growing modern retail industry is looking for new imported food products. The majority of consumers have become more health conscious and tend to be less concerned about costs when shopping. Increasing growth of fast food chains and casual dining restaurants is a key to industry growth.

Products of interest include food preparations, processed vegetables and pulses, processed/prepared dairy products, non-alcoholic beverages, snack foods, dog and cat food, beer and wine, processed fruit, chocolate and confectionery and prepared/preserved seafood.

Note that there will be a *booth space package available in addition to Food Show Plus*. More information to come.

**Deadline:** Early Registration Deadline: February 5, 2020- \$225

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/food-show-plus/G20FTP>

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