

# Egypt Update, and upcoming events

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## In this Issue

- [Trade Consultants](#)
- [Upcoming Events](#)

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## [Egypt: Update - Exporter Registration Requirement](#)

Manufacturers and trademark owners of specific retail products being shipped to Egypt are now required to register with the Egyptian Ministry of Industry and Trade. The full decree, a list of impacted products and example documents are provided. Listed products will only be allowed entry into the Egyptian market if they are registered by the owner of the manufacturing facility or the legal holder of the trademark in advance.

## Upcoming Events

### REGISTRATION OPEN:

#### [National Restaurant Association Show](#)

**Dates:** May 20-23, 2017  
**Location:** Chicago, Illinois  
**Deadline:** October 30, 2016  
**Contact:** Ashwini Rao / [ashwini.rao@wi.gov](mailto:ashwini.rao@wi.gov) / 608-224-5119

The entire spectrum of the foodservice industry calls the NRA Show® their own. From commercial to non-commercial, chain to independent, QSR to fine-dining—as well as supermarkets, convenience stores, dealers and distributors—the NRA Show is the only event where every segment comes with plans to learn, and connect.

Based on the success in 2016, the Wisconsin Department of Agriculture, Trade and Consumer Protection is once again organizing a WI Pavilion within the American Food Fair area at the NRA Show. A basic booth package is offered and space is limited.

#### [VIV ASIA 2017](#)

**Dates:** March 12-18, 2017  
**Location:** Bangkok, Thailand  
**Deadline:** December 30, 2016  
**Cost:** \$3000  
**Contact:** Jennifer Lu / [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov) / 608-224-5102

The Wisconsin Department of Agriculture, Trade and Consumer Protection will lead Wisconsin businesses to Bangkok, Thailand to exhibit at the VIV Asia Tradeshow. VIV Asia is the largest international platform for Southeast Asia's booming animal protein production and processing industry. Held every two years in Bangkok, VIV Asia has propelled itself to become the most important



gateway to Asia's emerging markets for professionals throughout Asia involved in producing and processing animal proteins.

**[Pet Food Buyers Mission: Global Pet Expo](#)**

**Dates:** Mar 21, 2017

**Location:** Orlando, Florida

**Early Registration Deadline:** January 17, 2017

**Cost:** \$150

**Contact:** Ashwini Rao / [ashwini.rao@wi.gov](mailto:ashwini.rao@wi.gov) / 608-224-5119

Pet populations continue to grow around the world and particularly in developing countries. Food Export will be conducting a Pet Food Buyers Mission in conjunction with the 2017 [Global Pet Expo](#). Global retail pet food sales are expected to reach another record in 2017 as the trend away from table scraps continues in developing markets while consumers in more advanced markets shift to specialty and health-centered pet foods.

**[SIAL China Food Show Plus and E-Commerce Trade Mission to Hangzhou, China](#)**

**Dates:** May 17-23, 2017

**Location:** Shanghai and Hangzhou, China.

**Early Registration Deadline:** January 25, 2017

**Cost:** \$225

**Contact:** Lisa Stout / [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov) / (608) 224-5126

Promote your food products at SIAL China tradeshow, utilizing the tradeshow enhancement services of Food Export Midwest. After the show, travel to Hangzhou to meet with e-commerce companies, and learn how to add this platform to your marketing strategy. Services may include: One-on-one meetings with qualified buyers/Pre-event custom product research including market overview, importation and distribution analysis/Market briefing by local USDA, Foreign Agricultural Service/Interpreter/Translation of up to two pages of materials/On-site and follow-up assistance by Food Export's In-Market Representative.



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