

June 2018

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## Trade Consultants

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## Welcome, Krista Knigge!

The International Agribusiness Center welcomes Krista Knigge as Administrator of the Division of Agricultural Development for the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Knigge brings more than two decades of marketing, communications and management experience to the position. Most recently, she held strategic communications and integrated marketing roles at Northwestern Mutual. Throughout her career, she also held positions at Charleston|Orwig, Case IH, and John Deere.

Knigge remains engaged in her family's dairy, Knigge Farms, directing social media and tour promotion activities. She is actively involved in the agricultural industry, volunteering with the Holstein Association USA, Inc., Association of Women in Agriculture, Wisconsin Farm to Table, and Wisconsin 4-H Foundation.

The International team looks forward to working with Krista as we continue to identify export opportunities for the state's agribusinesses.

## All this trade talk...

Tariffs have been all over the news lately and if these changes in trade policies come into effect, the impact to your business could be significant. In such challenging times, responding strategically is key to maintaining a profitable business. Being educated, and prepared about your options is always a good thing. The Food Export Association of the Midwest offers a series of educational webinars including meeting with foreign buyers, pricing your product and export documentation. To access these free webinars, visit [Food Export Association of the Midwest](#).

Additionally, feel free to reach out to the staff at the International Agribusiness Center for assistance with your overall export strategy.

## Upcoming Events

**Exhibiting at SIAL Paris? Make the most of your tradeshow experience!**

Early Registration Deadline: July 9, 2018 - \$225.

SIAL Paris is a unique global food event featuring the world's leading retail and food service buyers in one location. Occurring every two years, it attracts over 150,000 visitors from not only the European Union but also from the rest of Europe, the Middle East, Africa and Asia.

Food Export will provide its custom Food Show PLUS!™ services at [SIAL Paris](#). The custom services offered make exhibiting internationally easy, so you can focus on selling product.

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

#### **Promote Your Ingredients at Mexico's Food Tech Summit & Expo**

Early Registration Deadline: July 20, 2018 - \$225.

Mexico has a strong food processing industry in which leading Mexican brands like Bimbo, PepsiCo, Lala, and Nestle amongst others have a well-developed national distribution network that is well positioned in the market and enjoys high brand awareness with consumers who are very loyal despite economic variations. Key market drivers include an increasing interest in healthy foods across all age groups as well as increasing demand of organic foods and natural ingredients. There is also increased demand for convenience foods and prepared meals, due to the growth of urban cities and more women entering the work force. There is also more demand for gourmet and more sophisticated food products.

Food Export will be offering its Food Show PLUS! tradeshow enhancement service at [Food Tech Summit & Expo](#).

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

#### **Explore the China market at Food and Hotel China, November 12-15, 2018**

Early Registration Deadline: August 31, 2018 - \$225 for Food Show Plus services

China remains the 6th largest market for consumer ready food products from the U.S. China also remains the 5th largest market for the export of U.S. processed foods, totaling US\$1.7 billion in 2016. Food Export will provide its custom Food Show PLUS!™ services at [Food and Hotel China](#). The custom services offered make exhibiting internationally less stressful, so you can focus on selling product.

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