



VIV Middle East and Business Trip to Saudi Arabia

November 19 - 24, 2021, 2021

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

ABOUT THE VIV MEA SHOW and business visit: Wisconsin Department of Agriculture, Trade and Consumer Protection will lead Wisconsin businesses to Abu Dhabi, UAE to exhibit at the VIV Middle East agriculture trade show with business visits 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 has totaled \$1.0 billion in U.S. agricultural exports, while Saudi Arabia has totaled \$1.4 billion in U.S. agricultural exports. Saudi Arabia, largest agricultural production country in the region, has seen a 61% growth increase in U.S. exports over the last ten years. This region is a substantial importer of corn, hay, soybeans, dairy products and machinery and views U.S. products as meeting higher quality standards compared to other countries.

WHO SHOULD ATTEND: Livestock, livestock genetics companies, feed and feed ingredient companies, agricultural equipment companies, dairy service companies and agricultural associations and organizations.

HIGHLIGHTS:

- Shared spaces within the Wisconsin booth inside the USA Pavilion at the show
- Networking opportunities and daily admittance to VIV MEA
- Business site visits: Local business/farm visits related to livestock, feed and dairy processing
- Exhibitor Assistance: Support within the Wisconsin booth, introductions to buyers, prospective partners/distributors and market briefings provided by regional USDA Foreign Ag Services

FINANCING AVAILABLE: Financial assistance to feed companies is available from the Branded Program of the Food Export Midwest.

PROPOSED SCHEDULE:

Nov 19	Monday	Leave Wisconsin for Riyadh, Saudi Arabia
Nov 18	Tuesday	Arrive in Riyadh, Riyadh Marriott Hotel and Diplomatic Quarters
Nov 19	Wednesday	AM: USDA FAS Riyadh market briefing on Saudi Arabia PM: Farm and business visit in Riyadh
Nov 20	Thursday	Farm and business visit in Riyadh
Nov 21	Friday	Fly to Abu Dhabi from Riyadh, hotel BAB AL QASR, Corniche
Nov 22	Saturday	Free day in Abu Dhabi, UAE
Nov 23	Sunday	VIV MEA Show setup and business visit
Nov 22	Monday	VIV MEA show 10:00 - 18:00 hrs
Nov 23	Tuesday	VIV MEA show 10:00 - 18:00 hrs
Nov 24	Wednesday	VIV MEA show 10:00 - 18:00 hrs, & fly to Wisconsin

PARTICIPATION FEE:

- VIV Middle East shared booth space & trip to Saudi Arabia: \$2,500
- VIV Middle East shared booth space only: \$2,000
- Trip to Saudi Arabia only: \$500

Air, hotel, meals, incidentals & some local travel are not included in the participation fee.



Wisconsin Department of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive, P.O. Box 8911, Madison, WI 53708-8911



VIV MEA EXHIBITION HALL:

Abu Dhabi National Exhibition Company (ADNEC)

Al Khaleej Al Arabi Street P.O. Box 5546 Abu Dhabi, United Arab Emirates [VIV MEA Exhibition Hall](#)

OFFICIAL HOTEL for USA Pavilion: BAB AL QASR, Corniche, Abu Dhabi, UAE

Hotel reservation form is available for the official North American exhibitors. Participating companies should fill out the form and send it back directly to BTC Group at viv-mea@btcgroup.nl

Riyadh, Saudi Arabia: Riyadh Marriott Hotel & Marriott Executive Apartments
Diplomatic Quarters



WEATHER: The average high temperature for Abu Dhabi and Riyadh during the month of August is 105 degrees Fahrenheit, with an average low of 85 degrees Fahrenheit.

APPLICATION DEADLINE: July 30th, 2021 (booth space is available on first come basis)

To apply, contact: International Agribusiness Center
Wisconsin Department of Agriculture, Trade and Consumer Protection

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[Application is accepted on first available base](#)



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