

International Agribusiness Center Newsletter

February 2022



Table of Contents

- [Wisconsin is at Gulfood!](#)
- [Register Now for SIAL America](#)
- [Learn More about ExporTech™](#)
- [Check out Food Export's Blog](#)
- [Upcoming Events](#)
 - [Food Export Live Webinar: Preparing for Meetings with Foreign Buyers](#)
 - [U.S. & Chile: SaborUSA Market Showcase](#)
 - [WEDC Global Trade Venture: Germany and Austria 2022](#)
 - [International Forestry Export Markets – Wisconsin Forestry Center](#)

Wisconsin is at Gulfood!



The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is going to be at Gulfood 2022 in Dubai later this week. As in past years, DATCP has taken space within the USA Pavilion and the US Dairy Export Council Pavilion to showcase some of our award winning dairy products. DATCP, in collaboration with the Food Export Association of the Midwest and external vendors, is putting together a retail tour, and providing one-on-one meetings for our companies with potential buyers. To increase awareness of our presence at Gulfood and that of our companies we are also executing a social media promotion on LinkedIn, Facebook and Instagram.

If you are at Gulfood, stop by our booth # S3-D50-D52 or follow us on social media #wisconsinatgulfood2022.

Register Now for SIAL America

SIAL America, a new food and beverage tradeshow, taking place in Las Vegas in March 2022 is a USDA endorsed tradeshow. Food Export-Midwest is conducting a [Food and Beverage Buyers Mission](#) at the debut [SIAL America](#) show.

This mission is a great low cost opportunity to meet one-on-one with pre-qualified international buyers!

Learn More about ExporTech™

ExporTech™ is the only national export assistance program that offers a structured, yet customizable, process that guides companies through every aspect of export growth. At the completion of the program, each company will have developed its own international growth plan and accelerated export sales process.

[UW Stout Manufacturing and Outreach Center](#) has a session coming up: March 16, April 13, May 25. Contact Heidi Rabeneck at rabeneckh@uwstout.edu. WI Manufacturing Extension Partnership's session starts Feb 28, April 4, May 23. Contact Roxanne Baumann at baumann@wmep.org.

Check out Food Export's Blog

Food Export launched a blog, where you'll find valuable information from In-Market Representatives as they provide monthly reports about what's going on in markets around the world and the latest industry trends.

Blogs of interest include:

Ask Dennis - January 2022

- From the Field: In-Market Representatives Report - January 2022
- Pandemic Market Recovery Series - Canada
- Branded Program Industry Spotlight - Frozen Foods

View this information in the blog here, <https://foodexport.org/blog/>

Upcoming Events

Food Export Live Webinar: Preparing for Meetings with Foreign Buyers

When: February 9, 2022 at 1:00 PM CDT

This webinar provides a unique learning opportunity for new-to-export companies and a refresher for experienced companies on how to successfully prepare for meetings with international buyers so you approach them with confidence.

Topics for this Webinar Include:

- Selecting the right buyers and countries for your product
- Resources and tools to help you prepare
- Key information and materials to have with you
- Tips and best practices for on-site meetings

Don't have time to sit down and attend the live webinar? All registrants will receive access to a recording of the event, be sure to register so you can access the recording.

Want more information or want to register for this webinar click [here](#).

U.S. & Chile: SaborUSA Market Showcase

When: May 9-10, 2022

Application Deadline: February 18, 2022

Apply today for the SaborUSA Market Showcase, an online virtual trade event hosted by USDA's Foreign Agricultural Service (FAS), May 9-10, to help U.S. exporters learn about Chile's trade and economic conditions and expand into new markets by connecting one-on-one with potential buyers through virtual business-to-business meetings.

Chile is the largest market in South America for U.S. consumer-oriented agricultural products, valued at \$663 million in 2020. As of October 2021, U.S. consumer-oriented exports to Chile were up 46.5 percent, compared to the same period in 2020, with beef, dairy, beer, and distilled spirits leading the way.

FAS invites you to join us for the SaborUSA Market Showcase to tap into this growing market. Apply today for this virtual event if you sell U.S. export-ready processed foods, such as the following:

- Beer and spirits
- Processed pork products (such as bacon, ham, sausages, salami, hot dogs, lunch meat, canned meat, and meat-based sauces)
- Premium beef cuts
- Cheeses

[Click here for more information or to apply for this event online.](#)

WEDC Global Trade Venture: Germany and Austria 2022

When: May 14-21, 2022

Registration Deadline: February 28, 2022

Cost: \$2,200 for first participant from a Wisconsin Exporter, \$2,400 for second participant from the same company

To help Wisconsin exporters break into the Austrian market and grow their exports to the German market, the Wisconsin Economic Development Corporation (WEDC) will be leading a global trade venture to these markets in May 2022. In addition to having your appointments arranged for you and potential business partners identified, each participant in the global trade venture will also receive a market assessment for Germany and Austria specific to your company, detailing considerations to keep in mind when introducing your product or service into the market. WEDC has eyes and ears on the ground in Europe, in the form of Wisconsin's authorized trade representative—thus making it easier for Wisconsin companies to find partners they can trust, and taking some of the guesswork out of launching into a new market. With all your appointments arranged for you, you can focus on business rather than logistics and scheduling.

To learn more about this trade venture, German and Austrian market outlooks, or to register click [here](#).

International Forestry Export Markets – Wisconsin Forestry Center

When: March 9 and 11, 2022 10 AM - Noon via Zoom

Registration Deadline: March 6, 2022

Cost: \$30 for both workshops, \$20 for one

The Wisconsin Forestry Center, WI DATCP, WI DNR, SBDC, and UW Extension are offering a 2-part virtual seminar series designed for the forestry industry. The seminar will include market updates, international trade policy and potential impacts, trends, as well as export fundamentals.

For more information on the presenters, workshop agendas or to register click [here](#).

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