



Wisconsin Businesses Invited to Sign Up for 2017 VIV Asia Trade Show

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Interested businesses and companies are invited to sign up to be part of a DATCP-led delegation to Bangkok, Thailand to exhibit at the [2017 VIV Asia Trade Show](#), March 15-17, 2017.

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 is a leading gateway to Asia's emerging markets for professionals throughout Asia involved in producing and processing animal proteins. In 2015, trade show attendees were present from a wide spectrum of animal protein production and processing industries,

For a fee of \$3,000, participating companies will receive the following: booth space, business match-making assistance, coordinated meetings, an in-market industry briefing with agricultural trade officers from the USDA in Thailand, an invitation to visit local and businesses, and daily admission to the exhibition and all seminars. *Air travel, hotel, meals and incidentals are NOT included in the participation fee.*

Livestock and animal genetics companies, feed and feed ingredient companies, farm supply companies, agricultural equipment companies, livestock service companies and agricultural associations are encouraged to take advantage of the opportunity to exhibit at VIV Asia.

Financial assistance is available from the Wisconsin Economic Development Corporation through the International Partnership Program at the University of Wisconsin River Falls, as well as the Food Export Association of the Midwest.

To learn more about the trade show or to register, contact DATCP economic development consultant Jennifer Lu at 608-224-5102 or Jennifer.Lu@Wisconsin.gov.

DATCP's International Trade Team works to help Wisconsin farms and agribusinesses start or improve their international sales through exporter education and technical assistance. To learn more about exporting services or about opportunities to exhibit at other international trade shows or participate in trade missions, visit https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx.

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