



Secretary-Led Trade Mission to Chile

May 6th through 10th, 2024

Santiago, Chile



Funded by the Wisconsin Initiative for Agricultural Exports



The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is hosting a trade mission to Chile in May 2024. Discover business opportunities through this event led by DATCP Secretary Randy Romanski. Engage in strategic one-on-one buyer meetings, gaining direct access to influential decision makers. Immerse yourself in the Chilean market through exclusive visits to key buyer companies, gaining insights to tailor your product offerings effectively.

Our mission extends beyond business, incorporating cultural events to foster cross-cultural understanding. There will also be a reception, which will provide a platform for networking and building business-relationships. Participants will have the opportunity to learn firsthand about this important leading market in South America, to promote their products and services, and generate trade opportunities that will contribute to their economic growth.

Who Should Attend:

Wisconsin food companies interested in participating in trade show promotion to improve their product exports in foreign markets.

Cost:

Participants are responsible for their own transportation, meals, and accommodations. There is no participation fee. DATCP will cover the cost of the in-country contractor, all in-country ground transportation, the reception, and some meals.

Timeline:

- **Please plan to arrive on May 5th in Santiago.**
- **May 6th** In-Market Briefing and Cultural Event
- **May 7th** Planned Activities
- **May 8th** Planned Activities
- **May 9th** Planned Activities
- **May 10th** Return to the United States

Application Deadline: February 15th

To apply, contact DATCP Economic Development Consultant Shirley Acedo at: shirley.acedo@wisconsin.gov