



Buyers' Mission to Wisconsin, USA

Asian Animal Feed Buyers' Mission October 4 - October 8, 2011

Program & Participation Details

Food Export Association of the Midwest USA and the State of Wisconsin invite you to apply for this exciting opportunity to travel to the world's largest dairy show, WORLD DAIRY EXPO, in Madison, Wisconsin to meet with leading suppliers of value-added animal feed products.

Program Introduction

The Food Export Association of the Midwest USA and the State of Wisconsin are seeking individuals from leading Asian companies who need to source animal feed products for their market. Up to five individuals will be selected to participate in this mission called the "*Asian Animal Feed Buyers' Mission*" held in conjunction with the 2011 World Dairy Expo in Madison, Wisconsin, USA. In addition to visiting the Expo, selected participants will have meetings with up to 20 animal feed suppliers. Meetings will be based on the sourcing needs you identify. Additional tours of new advances in the dairy industry will also be included in the mission.

Wisconsin and many states of the Midwest and Great Lakes region have an extensive number of livestock feed ingredient and nutrition companies who have the products and services necessary to improve the production and efficiency of the Asian dairy sector. These products include pro-biotics, milk replacers, dried distillers grains, supplements and consultant services.

World Dairy Expo is the international meeting place for the dairy industry. Expo offers the most elite combination of dairy cattle and exhibits in the world. You will find the most modern dairy equipment and the latest dairy technology and innovations, including animal health supplies, milking systems and equipment, feeding products, forage handling and manure equipment plus embryos, semen and genetic research.

Selected mission participants will receive:

- Round-trip coach airfare on a U.S. carrier from Asia to Madison, Wisconsin, USA
- Hotel accommodations for the duration of the program
- Ground transportation to/from meetings and Mission event locations
- Pre-arranged meetings with qualified suppliers from the Midwest USA

Selected participants are required to:

- Complete all required documentation including the mission participation form
- Obtain a visa to the United States and incur all costs associated with the visa
- Adhere to the mission schedule
- Cover the costs of your own meals and incidentals during the buyers' mission
- Complete an evaluation and provide information regarding increased purchases from the U.S. resulting from this activity.
- Be able to travel to Wisconsin, USA, October 4 – October 8, 2011 (tentative dates)
- Indemnify the State of Wisconsin and the Food Export Association Midwest from any financial loss or other claims resulting from participation in this activity



Who is eligible as a participant?

Individuals eligible for the program are those who have import and/or distribution purchasing authority for value added livestock, feed and ingredients in Asia. For example:

- Be actively importing or have the financial means to import value added livestock feeds
- Have well-established distributor networks and customers for livestock feed products
- Have extensive knowledge of the livestock feed industry in Asia
- Be a purchasing decision-maker within your company and/or organization
- Must be able to communicate in English (translation assistance available)

Participation Instructions:

- Eligible individuals should contact local ATO office to apply for the program.
- Participants will be selected and notified by June 14, 2011.
- Once selected, participants will receive an invitation letter to apply for their visa.

More information:

World Dairy Expo: <http://www.world-dairy-expo.com>

Food Export Association Midwest: <http://www.foodexport.org>

Wisconsin Department of Agriculture, Trade & Consumer Protection: <http://www.datcp.state.wi.us/>

Wisconsin Travel Information: <http://tourism.state.wi.us>



PROGRAM CONTACTS

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