NEWS RELEASE

Wisconsin Department of Agriculture, Trade & Consumer Protection

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MEDIA ADVISORY: Secretary Brancel to Host Vietnamese Ambassador Monday-Media Availability

Release Date: **April 13, 2012**

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MADISON – There will be a media availability Monday, April 16th with Vietnamese Ambassador Nguyen Quoc Cuong and Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Ben Brancel that will cap a day long visit to Wisconsin by the Ambassador and his staff.

The Ambassador will be meeting throughout the day with leaders in both state government and the business community to talk about the opportunities of doing business with Vietnam.

Since Wisconsin agricultural exports already play an important role in trade efforts with Vietnam, Secretary Brancel will host a meeting with the Vietnamese Ambassador, his staff and members of Wisconsin's agricultural industry in an effort to build relationships and identify more opportunities in the Vietnamese marketplace for Wisconsin agricultural products.

Vietnam is one of the fastest growing economies in Asia, second only to China. In 2011, Wisconsin exported over $38 million of agricultural products to Vietnam, an increase of 55% over 2010. Secretary Brancel completed a trade visit to Vietnam in January as part of an educational and exploratory trip to identify additional prospects for Wisconsin agriculture.

WHERE: **State Capitol**
Governor's Conference Room
Madison

WHEN: **Monday, April 16, 2012**
4:00 p.m.

Secretary Brancel and the Ambassador will have opening remarks before taking questions.

This availability is open to credentialed members of the media.

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