



## Register now to travel with DATCP to food shows in China and Europe

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MADISON – Wisconsin food companies interested in strengthening sales in European or Chinese markets should consider participating in VitaFoods Europe, a nutraceutical products trade show, or SIAL China, a food and beverage trade show. Economic development consultants from the Wisconsin Department of Agriculture, Trade and Consumer Protection’s (DATCP’s) Wisconsin International Trade Team will lead Wisconsin companies to both shows in May 2015.

Companies already expressing interest in either conference see this as an opportunity for worldwide product exposure. For example, CONNOils LLC of Waukesha plans to exhibit at VitaFoods Europe. International Sales Director Elizabeth Cambar-Roney says CONNOils will use the time to develop sales leads, strengthen ties with current customer and close deals that have been in the works. Staff will go to workshops to learn technical international sales skills and hear about sales trends in Europe, she says.

“This is an excellent opportunity for exposure and recognition in the European market,” Cambar-Roney said. “Such exposure will contribute to making CONNOils recognized worldwide for its quality products and services.”

Participants at the SIAL China event in 2014 made actual sales of \$2 million as a result of the show, said DATCP’s Economic Development Consultant Lisa Stout.

Food Show Plus! services at both events include custom product research summary, a market briefing by local USDA Foreign Agricultural Service representatives, on-site support from Food Export Midwest’s in-market representative, retail store tours and identification of top leads. Services for SIAL China include translation of up to two pages of materials and an interpreter or booth assistant.

Details about the shows are as follows.

### VitaFoods Europe

**When and Where:** May 4-7, 2015 in Geneva, Switzerland

**Products in demand:** Botanical extracts, dietary supplement ingredients, functional food and functional drink ingredients, nutricosmetic ingredients and pharmaceutical ingredients.

**Contact:** DATCP’s Ashwini Rao and 608-224-5119 or [Ashwini.Rao@Wisconsin.gov](mailto:Ashwini.Rao@Wisconsin.gov).

**Early registration deadline:** Jan. 13, 2015 - \$225. Register online at [foodexport.org](http://foodexport.org).

### SIAL China

**When and where:** May 5-8, 2015 in Shanghai, China.

**Products in demand:** Dairy products and eggs. Grocery items including canned, dried or frozen fruits and vegetables, baby food, gourmet foods and specialty foods. Bakery products including bread mixes, confectionery and pastries. Tree nuts and snack foods. Products labeled as non-GMO, organic, healthy or natural. Beverages, both alcoholic and non-alcoholic. Seafood and meat other than beef.

**Contact:** DATCP’s Lisa Stout at 608-224-5126 or [Lisa.Stout@Wisconsin.gov](mailto:Lisa.Stout@Wisconsin.gov).

**Early registration deadline:** January 13, 2015 - \$225. Register online at [foodexport.org](http://foodexport.org).

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, about opportunities to exhibit at other international trade shows or about opportunities to participate in trade missions, visit [datcp.wi.gov/Business/Exports](http://datcp.wi.gov/Business/Exports).