International Agribusiness Center

Wisconsin Department of Agriculture, Trade and Consumer Protection



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The International Agribusiness Center (IABC) staff provides technical expertise and market development assistance to Wisconsin's food and agricultural companies to aid the growth of Wisconsin agriculture through increased exports and the development of trade-enhancing partnerships. IABC staff uses client feedback, export and market data, and monitors global trends to identify target markets and activities. Staff services include:

BEGINNING EXPORTER SERVICES

One-on-one consultations

- Evaluate your firm's export potential.
- Receive guidance on the mechanics of the export process.
- Discuss available resources and potential strategies for new or expanding markets.
- Export seminars.
- Educational workshops covering a wide range of topics, including exporter basics; trade regulations, tariffs, and insurance; and market characteristics.

INTERMEDIATE EXPORTER SERVICES

NOTE: The Intermediate Exporter may access all Beginning Exporter services as well as the additional services below.

Knowledge and expertise

- Learn the nuances of doing business in other countries.
- Identify strategies to reach out to customers in other countries.
- Market overview studies.
- Evaluate and identify market potential for your products.
- Access customized in-market research to help you decide if certain markets are appropriate for your product(s) and how your product compares to the competition.

ADVANCED EXPORTER SERVICES

NOTE: The Advanced Exporter may utilize all the services of the Beginning and Intermediate Exporter as well as the additional services below.

Buyers Missions

- One-on-one meetings with potential buyers. Build relationships with key industry players and interact with buyers without the investment of travel abroad.
- Participation in international trade missions.
- Opportunity to develop first-hand market knowledge through coordinated individual and group programs.
- Scheduled one-on-one meetings for trade mission participants with qualified buyers and government officials.

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