

# NATIONAL WESTERN INTERNATIONAL AGRIBUSINESS CENTER

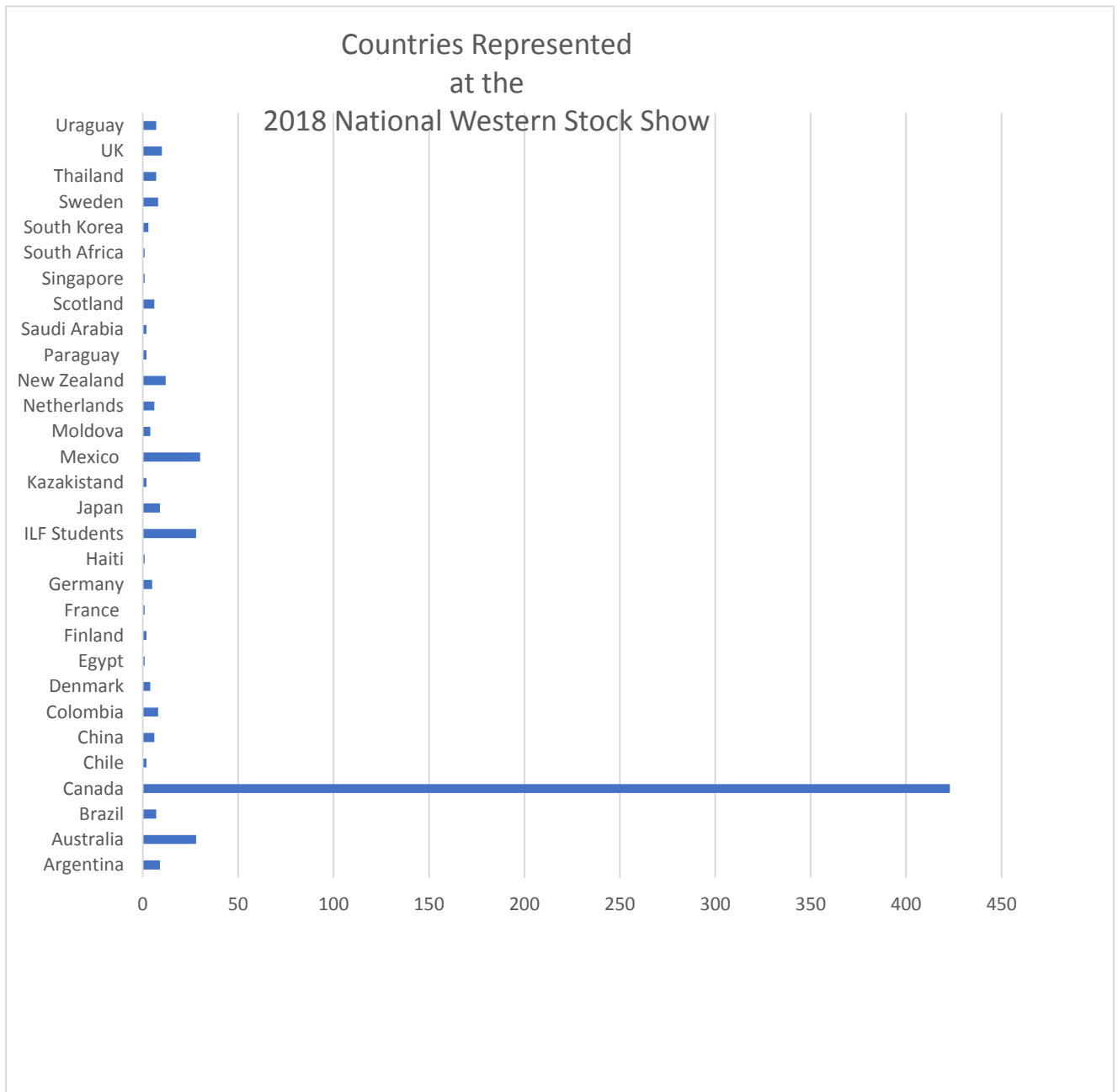


*Pictured above: guests from Scotland enjoying the 2018 National Western Stock Show*

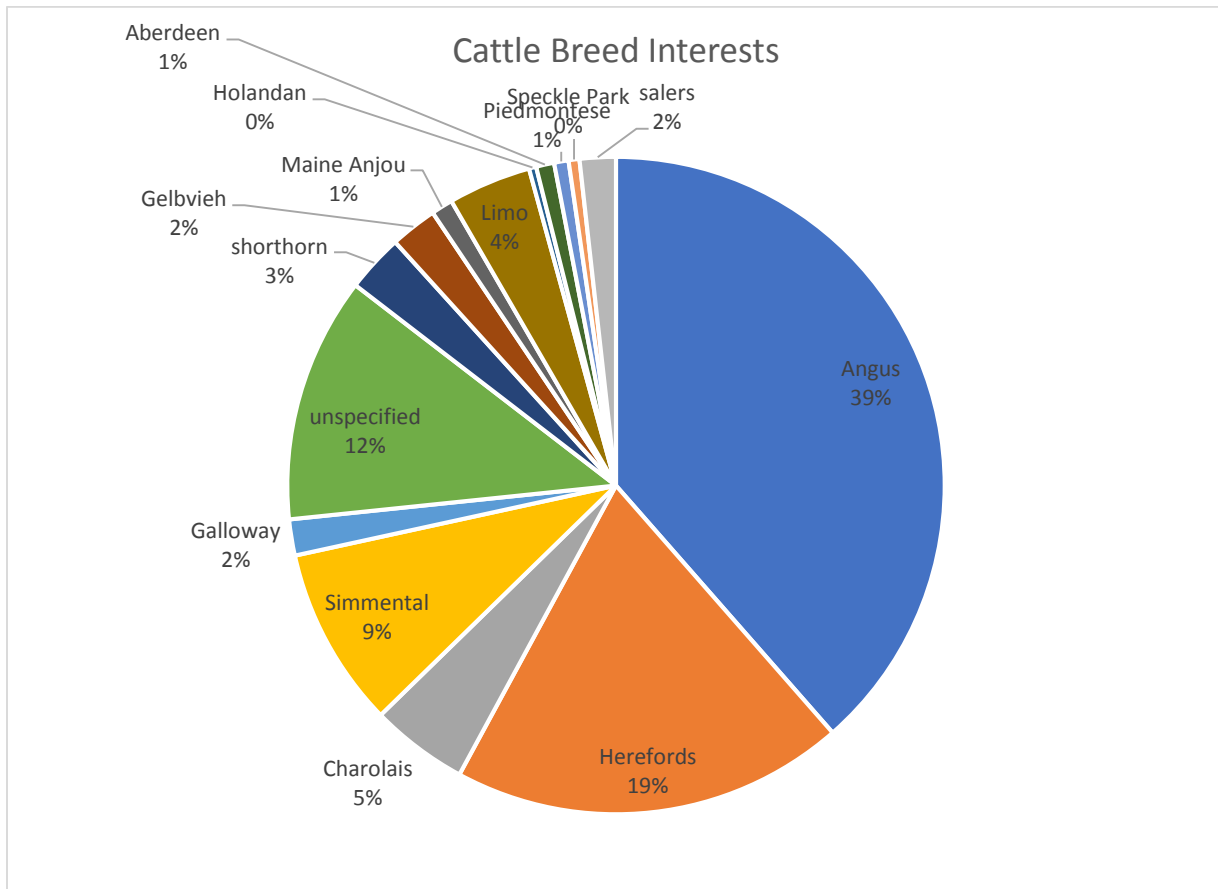
## DENVER, COLORADO JANUARY 6-21, 2018

Report By  
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The National Western International Agribusiness Center (NWIAC) hosts livestock producers around the world in Denver, Colorado. This cozy room, situated in the heart of the Stock Yards at the National Western Complex, provides a home away from home for those who have travelled to either visit, exhibit, or purchase stock at the National Western Stock Show. More than 635 visitors registered at the center in 2018, with the overwhelming majority travelling to Denver from Canada, Australia and Mexico. Twenty-nine countries were represented in total from six continents. Groups from all over the world made the trip to the National Western, including the 4-H Exchange Program, the CSU/NWSS International Livestock Forum, the Australian Meats Judging Team, and the Mexico Department of Agriculture.



When asked about their breed of business interest, guests were primarily in Angus and Herford cattle. Bison shows also drew a large group of visitors from international countries.



The NWIAC is supported by the International Agribusiness Committee, a seasonal intern, and a few loyal Stock Show volunteers. Some volunteers have devoted 30 years to this service area and know each returning visitor by name. One of the committee members dedicated time leading up the show to repaint the entire room and redesign the aesthetics of the space. All of these aspects worked together successfully with diligent and creative daily managing of the center by Laura Fereday, the 2018 International Agribusiness intern. National Western staff and committee members continue to explore improvements to the room and adding potential events for networking to engage a variety of international interests.

International guests are provided with a limited edition collectors badge for grounds admission to the show as well as complimentary snacks and beverages. Internet and phone access, a desktop computer, and printer are all available for the guests' use during business

hours. There are approximately 20 Ambassadors who support the center through sponsorship. Many Ambassadors visited the room and expressed their enthusiasm for the program and their eagerness to grow the audience.

In addition to the International Agribusiness Center, the National Western partnered with Colorado State University to host the International Livestock Forum. This conference was held January 5-6, 2018. Out of over 100 applicants throughout the world, twenty student fellows were chosen for a grant attend the forum. The conference boasted known presenters such as Dr. Tony Frank, Dr. Temple Grandin, the United State Meat Export Federation. Student fellows were given a unique insight through personal tours of processing facilities, dairies, and feed yards in Northern Colorado.

The National Western International Agribusiness Center and the International Livestock Forum have made a great difference in the international audience that visits the National Western.