

<b>Update</b>	<b>Activity</b>	<b>Products</b>	<b>Location</b>	<b>Activity Date(s)</b>	<b>Description of Activity/Key Message</b>	<b>Results</b>	<b>Link to Sales</b>
01/29/20	Retail Cheese Program at Chedraui Supermarket - Mexico	Retail cheeses	Mexico	Jan 2020 - Jan 2020	US cheese retail program at Chedraui supermarkets.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Jan 2020 - Jan 2020	USA Cheese Specialist Certification program @ ICCA Associate Level Training		
01/29/20	Retail Cheese Program - Korea	Cheese	Korea	(Feb 2020) - (Mar 2020)	An in-store promotion combined with a pop-up event and a USA Cheese Specialist Certification Program for Retail Professionals at Hyundai supermarket.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Feb 2020 - Feb 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Associate Level Training		

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01/29/20	Costco Retail Program - China	Cheese	China	Feb 2020 - Aug 2020	USDEC has been collaborating with Costco China on U.S. cheeses promotions since its opening and will continue to do so to educate consumers and build long-term demand. The promotion method including product demos/sampling, end-cap and road-show.	<p>* COVID-19 makes it impossible to conduct demos now, more end-caps are added to make up for that. Demos can be restarted when the epidemic is gone.Exact time TBC. * Costco is working on importing new items. It will be more efficient to hold the roadshow when more cheese selections are available at the store. Due to the control for the epidemic, many roadshows are postponed and for us the new timing will be around October to December. * CDS reached out to us on March 12 and they are interested in the cheese training course and can commit 2hrs for the training to learn basic knowledge of cheese. We're coordinating with CDS to see whether they can accomodate a 4hrs training. * Costco has applied for tariff exemption. * Though Costco has cut several sku of Cascade Dairy (Pacific Cheese), the overall sales for Cascade Dairy actually is better than before. * Currently Costco is not importing fresh mozzarella and ricotta, but may restart in summer time.</p>	

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01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Feb 2020 - Feb 2020	USA Cheese Specialist Certification Program at ICCA - Intermediate Level Training		
04/24/20	Gulfood 2020	Cheese and ingredients	Middle East	Feb 2020 - Feb 2020	<p>In summer 2019, the company released a new product, the “drinkable yoghurt” in bottles with different flavours (5 flavours) containing real fruits. Previously, this product was produced in cartons of one packaging size (1 SKU). Beyti company is now importing the following dairy ingredients: - SMP (Medium heat), mainly imported from approved suppliers in Ireland, France, Germany and Fonterra. They used to depend on only two sources Fonterra and Lactalis, but now expanded the number of suppliers; in quantities of 4,000 MT/year. Although Beyti is not currently sourcing from the U.S., Mr. Elsamny mentioned that they are interested in resuming imports of U.S. dairy ingredients. Beyti are seeking to qualify new sources from the U.S. Mr. El Samny visited USDEC booths and met with several U.S. dairy suppliers. He took 1 Kg sample of medium heat SMP from DFA Ingredients to conduct some product trials inside their processing facility in Egypt. The company is also looking to expand their line of products; and are considering the reformulation of their existing whipping/cooking cream product. The main aim is to decrease the total fat content in this product to compete with other products available in the Egyptian market. - Sweet whey</p>	<p>The company is always seeking product development and innovations for applications of U.S. dairy ingredients.</p>	<p>Iffco, Sales, SMP, 300 MT worth \$701,100   Modern Dairy Trade, Sales, U.S. whey permeate, 40 MT worth \$32,000   Wafir International Group, Sales,</p>

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					powders and whey permeate are imported for applications in drinkable and set yoghurts. - AMF and SMP (medium heat) are used in the production of liquid milk. AMF is imported from Oceania in quantities of 350 MT/year. Beyti's product portfolio includes a range of milk, juices, yogurt and cream; Beyti organizes promotional activities regularly such as setting a booth in shopping malls to increase visibility of the brand to consumers in a competitive environment. The company will be attending the upcoming U.S. Dairy Ingredients seminar in Sofitel Downtown Hotel to get acquainted with the trends of the U.S. dairy industry.		Butter, 25 MT worth \$ 95,000
03/01/20	Retail Cheese Training - Japan	American priginal cheeses and specialty cheeses.	Japan	Feb 2020 - Feb 2020	Chesco and Japan offices evaluated last year's promotion. Chesco is very grateful for USDEC's support and Japan office has been requested to hold a similar promotion this year again by Chesco.	Chesco continue to focus on selling U.S. Specialty cheese this year.	
01/29/20	Cheese Fest 2020	Cheese	Middle East	Feb 2020 - Feb 2020	Cheese Fest in Dubai featuring various U.S. cheeses for consumer sampling.		
01/29/20	Culinary Cheese Training - Mexico	Retail cheeses	Mexico	Feb 2020 - Feb 2020	USA Cheese Specialist Train the Trainer Certification Program at Colegio Superior de Gastronomía		
02/25/20	USA Cheese Specialist Culinary Training - Hong Kong	Cheese	China	(Feb 2020) - (Feb 2020)	USA Cheese Specialist Certification Program @ ICI VTC		

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02/25/20	USA Cheese Specialist Retail Training - Hong Kong	Cheese	China	(Feb 2020) - (Feb 2020)	Specialty Cheese Retail Program   CitySuper / AEON / ParknShop / YATA		
01/29/20	Costco Retail Program - Taiwan	Cheese	China	(Mar 2020) - (Sep 2020)	We will be doing ongoing Costco product demos and end-cap promotions.		
01/29/20	Costco Retail Promotion - Korea	Cheese	Korea	(Mar 2020) - (Sep 2020)	We will be doing ongoing Costco product demos and end-cap promotions.		
08/31/20	Costco Retail Promotion - Japan	Cheese	Japan	(Mar 2020) - (Sep 2020)	We will be doing ongoing Costco product demos and end-cap promotions.		
						* School is still closed and the opening date is pending for notice. School's current priority is on handling their own core curriculum teaching and elective programs like ours will be delayed. The goal for 2020 is to foster the partnership, train the trainer and hopefully complete the three levels training. School would like to have their own lecturers trained as the trainers. If training hold abroad, lecturers need a two-month notice before the training date so that they can have	

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03/16/20	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Associate Level Training	Cheese	China	Mar 2020 - Mar 2020	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Associate Level Training	<p>enough time to apply for travel with the school. Alternatively but not preferred, the lecturers travel on their personal time. It will be great to train the trainer together with other markets. * More details remain to be discussed and confirmed when the school is opening. The director of the western culinary art department shared that completing three levels in one semester is feasible, but again he is very conscious about and hopes to control the pass rate. The concern is that there are so many kinds of certificates in China and issuing too many of our specialist certificates would make it unvaluable. It is fine to issue some associate level certificates though. * Students time at school. It is a three year college: 1.5 years at campus (1st year + autumn semester of 2nd year) , + 1 year internship outside (spring semester of 2nd year + autumn semester of 3rd year) , +0.5 year back at campus (spring semester of 3rd year )</p>	

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03/16/20	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Intermediate Level Training	Cheese	China	Mar 2020 - Mar 2020	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Intermediate Level Training		
03/16/20	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Advanced Level Training	Cheese	China	Mar 2020 - Mar 2020	USA Cheese Specialist Certification Program @ Tourism College of Zhejiang - Advanced Level Training		
01/29/20	Retail Cheese Training - Oman	Cheese	Middle East	Mar 2020 - Mar 2020	USA Cheese Specialist Certification Program For Retail Professionals at Lulu Hypermarket.		
					Nina Bakht Halal, Director Middle East, Angelique Hollister, Executive Director, USA Cheese Guild and Antonio El Khoury, Director of Culinary Programs - MENA visited ICCA Dubai on Wednesday, February 19. They met with Sunjeh and Shanaaz at ICCA and discussed the flow and content of the current U.S. Specialty Cheese courses being led and executed by Chef Antonio. The courses are being received by students with enthusiasm and		

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01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Apr 2020 - Apr 2020	<p>the desire to go to the next level to attain the top certification of U.S. Cheese Specialists. Discussions also included on how USDEC can reach Executive Chefs to include them in the Cheese Guild and increase awareness and attributes of high end U.S. cheeses. It was determined that the best way to do this is for Chef Antonio to do some short of presentations and demos in selected foodservice establishments; this is because Executive Chefs have limited time and will be unable to come to ICCA to attend full one or two day course. Also, such chefs will not sit through the basic type of information, therefore Chef Antonio can just convey the top end information those chefs would be interested in and to let them know where these cheeses are available and from where they can be procured. Those sessions would also include application ideas for U.S. cheeses. Further, a good way to reach the top chefs would be by sponsoring or participating in some global culinary activities that take place as this is believed will allow for USDEC to gain traction. More investigation and research is needed to determine cost and how USDEC can participate in such activities and events. The idea is good to consider because it will have a global focus and positioning. There were discussions on the ICCA Jeddah operation which seem to have been stalled for some time. After some initial hurdles, ICCA has now</p>	<p>- Increase reputation and awareness of U.S. cheeses in the food service sector by educating junior/up-and-coming chefs training and working in the GCC region. - Raise the familiarity of U.S. cheeses among chefs and food professionals -Increase recognition of the USA as a quality and committed dairy supplier. - Deepen students' knowledge about the quality, varieties, attributes, and applications of U.S. cheeses. - Create ambassadors for U.S. dairy.</p>	



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					<p>partnered with the Saudi royal family to open soon. They will be opening five different operations; one of them will be in Bahrain because students from the area (Dammam) would easily cross the causeway (that links KSA to Bahrain). They will open branches in Jeddah, Riyadh and Mekka. ICCA also established a culinary school in Bahrain known as Colina. Also, discussions on sponsoring competitions was raised. Furthermore, it was explained that top chefs are not inside the Emirates Culinary Guild, and these chefs should be reached in some other partnerships.. Date of graduation of ICCA students: Shanaaz mentioned that it is still too early to determine but will be towards end of the year (November). Chef Antonio was praised for his organizational skills in giving the U.S. Cheese Courses, and that he tries his best to limit wastage of cheeses ordered for the class demos. Adopt a Chef: a brief discussion on the number of students (four) which will be sponsored by USDEC for this year. This is a CSR initiative.</p>		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Apr 2020 - Apr 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Master Level Training.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Apr 2020 - Apr 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Master Level Training.		

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01/29/20	World Gourmet Summit	Cheese	South East Asia	Apr 2020 - Apr 2020	World Gourmet Summit Sponsorship - part of PKH partnership • April 14 - Press Conference • April 14 - Innovative Chef Challenge • April 20 - Opening Reception • April 21 - Cheese Masterclass • April 27 - Brunch		
02/20/20	U.S. Dairy Ingredient Nutrition Seminar	dairy ingredients	Mexico	(Apr 2020) - (Apr 2020)	The Government of Mexico is in the process of implementing an updated front-of-pack labeling requirement (NOM-051) for prepackaged foods and non-alcoholic beverages will require prominent warnings for products exceeding established levels for calories, sugar, saturated fat, trans fat and sodium soon. At this seminar, dairy nutrition and regulatory experts will help food and beverage processors understand that now more than ever, formulating with dairy ingredients can help them meet many of their goals.		

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01/29/20	U.S. Dairy Ingredient Innovation Seminar	proteins, permeate and milk powders	South America	May 2020 - May 2020	While Brazil's sports nutrition market is among the five largest globally and use of dairy proteins in that market is broad and well-accepted, this success has not translated to the mainstream food and beverage processing industry. An additional noteworthy challenge is that plant proteins are getting significant publicity and consumers are interested. This seminar will educate potential U.S. dairy ingredient end-users (R&D, Procurement, Marketing) on the functionality, application potential, nutrition and supply security of U.S. dairy ingredients for a broad range of food and beverage applications as well as connect USDEC members with Brazil's potential buyers via member presentations and one-to-one meetings.		
01/29/20	Retail Cheese Training - Kuwait	Cheese	Middle East	Jun 2020 - Jun 2020	USA Cheese Specialist Certification Program For Retail Professionals at The Sultan Center.		
01/29/20	Retail Training - Qatar	Cheese	Middle East	Jun 2020 - Jun 2020	USA Cheese Specialist Certification Program For Retail Professionals at Lulu Hypermarket.		
01/29/20	Protein Snacks Hands-on Innovation Workshop	whey and milk proteins	South East Asia	Jun 2020 - Jun 2020	This hands-on workshop will encourage innovation success with U.S. dairy proteins by focusing on their use in convenient, Southeast Asia-friendly protein-enriched snacks.		

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03/16/20	Costco Roadshow Promo with Pop-up Truck	Cheese	China	(Jul 2020) - (Jul 2020)	The USA pop-up truck will make a stop at the China Costco, featuring a wide selection of U.S. cheeses for display and demos.		
01/29/20	U.S. Dairy Protein Health and Wellness Innovation Seminar	milk and whey proteins	South East Asia	Jul 2020 - Jul 2020	This day-long seminar will concentrate on inspiring innovation with U.S. dairy protein as a nutritional and functional innovation solution in a wide range of health and wellness products including beverages, snacks, yogurt and more. Speakers will introduce ideas and opportunities for the region's manufacturers to develop innovative Thai-friendly products with U.S. dairy ingredients. They will also share information on the importance of consuming high-quality protein like U.S. dairy proteins for a variety of wellness goals such as weight management, healthy aging, and sports nutrition. Attendees will couple this with insight into research on Thai consumers' health and wellness priorities.		

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02/20/20	Milk Powder Reverse Trade Mission to United States	milk powder	South East Asia	Aug 2020 - Aug 2020	<p>The meeting was conducted to gain info on the developments of Jaric Marketing as well as inform them of other possible sources for cream cheese from US which they could also endorse to their clients considering the Savencia Phil has somewhat decided to have Santini as their foodservice distributor. Ms. Emy Remigio represented the company. The bighlights are as follows: - The comopany nad a 22% growth last 2019. - They are now in talks with Pacific Cheese for pozsible distributorsbip of their cheeses (particularly Cream Cheese). - A contaact was provided them from Franklin Foods in case their deal with Pacific does not materialize - They expressed their frustdations with Savencia for stoppinv communicafions with them which left them hanging.</p>		

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01/29/20	Healthy Aging Food and Beverages Hands-on Innovation Workshop	milk and whey proteins	South East Asia	Aug 2020 - Aug 2020	This hands-on workshop will concentrate on inspiring end-user confidence and innovation with U.S. dairy proteins as nutritional and functional innovation solutions in everyday foods that are suited for older adults' wellness goals. In doing so, it will highlight strengths of U.S. whey and milk proteins, while distinguishing their distinct advantages when compared to alternative proteins such as plants. Experts will introduce ideas and opportunities for the region's manufacturers to develop innovative Southeast-friendly products with U.S. dairy proteins and will convey the importance of consuming high-quality protein like U.S. dairy proteins for a variety of wellness goals that support sustained well-being.		
01/29/20	Food Ingredients South America 2020		South America	Aug 2020 - Aug 2020	USDEC will exhibit at the Food Ingredients South America (FiSA) show taking place from August 18-20, 2020 in Sao Paulo, Brazil. With the growing demand for healthy foods, simple labels and cleaner ingredients, this is the right time to re-engage dairy ingredient importers and local food processors in activities to develop a more consistent presence in the market, boost dairy ingredient exports and gain market share.		

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01/29/20	Beverage/Yogurt Hands-on Innovation Workshop	milk and whey proteins	South East Asia	Aug 2020 - Aug 2020	This workshop will focus on providing technical representatives from Southeast Asian food & beverage companies with awareness of U.S. dairy protein functional and nutritional advantages as well as experience formulating and experimenting with their successful application in beverages and both spoonable and drinkable yogurts.		
01/29/20	Beverage/Yogurt Hands-on Innovation Workshop	milk and whey proteins	South East Asia	Aug 2020 - Aug 2020	This workshop will focus on providing technical representatives from Southeast Asian food & beverage companies with awareness of U.S. dairy protein functional and nutritional advantages as well as experience formulating and experimenting with their successful application in beverages and both spoonable and drinkable yogurts.		
02/25/20	Resturant & Bar Hong Kong	Cheese	China	Sep 2020 - Sep 2020	Restaurant & Bar Hong Kong (RBHK) is Asia's leading food & hospitality exhibition, serving culinary experts, beverage masters and restaurant owners of the highest caliber. New, high-quality products and exciting show elements all create synergy between exhibitors and buyers, cultivate culinary exchanges and inspire innovative business solutions, making RBHK the key event in the food and beverage industry.		

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01/29/20	U.S. Dairy Ingredient Supply Workshop	SMP as well as dairy protein and permeate	South East Asia	Sep 2020 - Sep 2020	Today discussion took place via WA message with regards to the usage of Milk permeate and whey permeate in yogurt and drinking milk products for cost saving purpose. As preliminary trial PT Cimory has used milk permeate powder in the drinking milk product at about 3 % replacing Skim Milk Powder usage. It is reported that the replacement of SMP by 5% milk permeate powder indicating significant taste profile differences which is unacceptable for the consumers.	PT Cimory is keen to conduct trial using whey permeate powder in their flavored yogurt and UHT products in the near future and we advise him to contact a distributor of US dairy member supplier to obtain whey permeate powder sample for this trial purpose.	
01/29/20	Food Ingredients Asia 2020		South East Asia	Sep 2020 - Sep 2020	USDEC will exhibit at the Fi Asia show sharing supply advantages of and innovation opportunities with U.S. Dairy. While our booth is small, USDEC members can use our space as a central meeting point to connect with customers.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Sep 2020 - Sep 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Associate Level Training.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Sep 2020 - Sep 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Intermediate Level Training.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Sep 2020 - Sep 2020	USA Cheese Specialist Certification Program at ICCA Dubai - Intermediate Level Training.		
01/29/20	Retail Cheese Training - Dubai	Cheese	Middle East	Sep 2020 - Sep 2020	USA Cheese Specialist Certification Program For Retail Professionals at Choithrams.		



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04/15/20	U.S. Dairy Protein Health and Wellness Innovation Seminar	whey and milk protein	Vietnam	Sep 2020 - Sep 2020	This day-long seminar will concentrate on inspiring innovation with U.S. dairy protein as a nutritional and functional innovation solution in a wide range of health and wellness products including beverages, snacks, yogurt and more.		
11/23/20	U.S. Dairy Ingredient Spotlight Webinar Series	dairy proteins, permeate, lactose and milk powders	Middle East	Sep 2020 - Oct 2020	Webinar to educate potential U.S. dairy ingredient end-users (R&D, Procurement, Marketing) on the functionality, application potential, supply security and sustainability of U.S. dairy proteins, permeate, lactose and milk powders for a broad range of food and beverage applications. The seminar will also connect USDEC members with potential buyers in the region via member presentations and one-to-one meetings.		
01/29/20	Retail Cheese Training - KSA	Cheese	Middle East	Oct 2020 - Oct 2020	USA Cheese Specialist Certification Program For Retail Professionals at Tamimi Supermarkets.		
01/29/20	Retail Training - KSA	Cheese	Middle East	Oct 2020 - Oct 2020	USA Cheese Specialist Certification Program For Retail Professionals at Carrefour.		
					1. Country Manager met with Wide Faith Foods's R&D Supervisor Mark Wong and Manufacturing Director William Chen to determine whether the company was the right invitee to the savory workshop planned in 2020 and to identify opportunities for U.S. dairy. > 2. About Wide Faith Foods a. Established in 2002 as a manufacturer of rice-based snacks in the forms of chip, crunchies,		

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02/20/20	Savory Snacks Hands-on Innovation Workshop (Southeast Asia)	permeate with some attention to protein	South East Asia	Oct 2020 - Oct 2020	<p>crisps and bites. b. Hong Kongese-owned company with 3 plants located in Thailand, 2 of which are based in Bangplee Industrial Estate (Samut Prakarn province) and 1 in Hemmarach Industrial Estate. c. Over 500 employees, 9 R&amp;D staff d. Certified the AA rank by BRC e. 91-95% Of total production are exported to primarily Australia and New Zealand as well as France, Ukraine, Belgium, Slovenia, Japan, Taiwan, U.S., Canada, Brazil, Chile, China, etc. A small portion is sold in Thailand. f. 1 Billion baht/year revenue &gt; 3. Snack business</p> <p>a. Produces rice-based snacks in the forms of chip, crunchies, crisp and bites. Whole grains and grains are also major bases. No corn base is produced. b. Rice is 100% purchased from Thailand as do the majority of ingredients c. Total production capacity 24,300 tons/year d. Specialized in a better-for-you range of snacks. Most products are baked and sprayed with less than 10% rice bran oil only to enhance flavor. e. Ongoing efforts toward 50% Original Design Manufacturer-ODM and 50% house brands. Currently 80%ODM vs 20% house brands. f. Blend seasonings for own use only g. Purchases at least 8 tons of maltodextrin/month. h. Uses no creamer. &gt; 4. Dairy requirements and purchasing a) Uses only Cheddar and Mozzarella cheese powder of Oceania origin b) Buys from multiple local distributors c) 12-18 Tons of cheese powder/order d) Sample size required is 100g &gt; 5.</p>	<p>- Country Manager discussed with USDEC Technical Director for food applications Martin Teo. Permeate is usually labeled milk solids and whey solids. We do not see it labelled as permeate, even in the U.S. However, Wide Faith Foods should check with FDA on the labeling. Martin commented permeate is not new in Oceania and Europe but we did not have reference handy on its application in seasonings for savory snacks. - The company should be invited to USDEC savory workshop due to its relevance, an emphasis on better for you snacks, and relatively a large business size. - The company could be potentially met for Martin's technical visit to Thailand tentatively in May.</p>	

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					Concerns a) Wondered if permeate is a non-allergy ingredient. Wide Faith Foods makes major claims on non-allergy, trans-fat free, gluten free, etc. b) How is permeate in seasonings labelled in compliance with international food laws where Wide Faith Foods' products are sold and labels are readily printed. c) Whether permeate has been incorporated into any seasoning for savory snacks in Australia and New Zealand, the top two markets of the company, hence proving of its applicability and acceptance.		
02/19/20	Savory Snacks Hands-on Innovation Workshop (Vietnam)	permeate-with some attention to protein applications	Vietnam	Oct 2020 - Oct 2020	This hands-on workshop will primarily focus on savory snacking applications for U.S. permeate, but will also include some attention to U.S. dairy protein applications within that same category.		
02/06/20	A Test Activity for Training	Knowledge	Middle East	Nov 2020 - Nov 2020	This is a test activity for training purposes.	Generated 20 sales leads. And people love our cheese.	
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Nov 2020 - Nov 2020	USA Cheese Specialist Certification Program at ICCA - Associate Level Training.		
01/29/20	World Cheese Awards 2020	Cheese	United States / Global	Nov 2020 - Nov 2020	We will assist U.S. cheesemakers who want to enter their cheeses into the WCA in Oviedo, Spain.		

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01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Nov 2020 - Nov 2020	USA Cheese Specialist Certification Program at ICCA - Master Level Training.		
01/29/20	Culinary Cheese Training - Dubai	Cheese	Middle East	Nov 2020 - Nov 2020	USA Cheese Specialist Certification Program at ICCA - Master Level Training.		
04/15/20	Food Ingredients Vietnam 2020	whey and milk proteins	Vietnam	Nov 2020 - Nov 2020	Food Ingredients Vietnam, to be held July 1-3, 2020, is an ingredient-focused trade show, offering a targeted opportunity to meet face-to-face with local traders and end-users, learning about market needs, requirements, and dynamics		