

Korea Consumer-Oriented Inbound Trade Mission (Summer) Honolulu, HI and Seattle, WA | July 13-16, 2015

Event Benefits:

- Meet one-on-one to learn about Korea buyer needs/preferences
- Feature products and learn about the market
- Take advantage of the U.S.- Korea Free Trade Agreement

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

South Korea is the United States' fifth largest market and agricultural exports to South Korea reached a record \$6.8 billion in fiscal year 2014, up 36% from the previous year. The U.S. remains Korea's top supplier of food and agricultural products, and continues to see solid export growth in the market's consumer-oriented product segment.

Recent changes in Korea's lifestyle and dietary culture, coupled with consumer income levels have stimulated rapid growth of the food service and retail sectors. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of food quality and safety.

Products of Interest*:

Suitable products include, but are not limited to: sauces, snacks, canned vegetables, oils, fruit & nuts, chocolate, jams & jellies, coffee, health & natural foods, natural & specialty products and more.

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

July 1, 2015

Participation Fee:

\$20.00 per company

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To Register:

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