



WUSATA

Western U.S. Agricultural Trade Association

Korea Consumer Oriented Outbound Trade Mission to Seoul, Korea November 5-7, 2018

This WUSATA Korea Outbound Mission will be implemented in conjunction with Food Export Association of the Midwest USA and Food Export USA-Northeast, non-profit organizations composed of 13 Midwestern and 10 Northeastern state agricultural promotion agencies. Collectively, the U.S. delegation will demonstrate a wide range of high-quality agricultural products in the Korea market to make this event more impactful than ever.

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With a population of approximately 50 million, a high amount of expendable income, and a dynamic/modern Seoul metropolitan area, Korea remains the 5th largest export market for U.S. food and agricultural products. Their Free Trade Agreement with the U.S. makes top quality American products even more attractive to the country's importers and distributors. Korea is dependent on food imports due to its limited resources. The market demonstrates a growing popularity for safe, healthy, and high-quality foods. In addition, the well-traveled younger generation also seeks goods with convenience and an international flavor.

This is a great opportunity for both new to market companies, and those wanting to expand their reach. Don't miss this excellent opportunity to connect with new buyers in Korea and be part of the synergistic WUSATA/Food Export-Midwest/Food Export-Northeast trade mission!

Benefits of Participating:

- Meet one-on-one with pre-screened buyers and decision makers from Korea looking for high-quality U.S. products.
- Showcase and promote products to some of Korea's most influential buyers.
- Gain information about importer/buyer needs, and better understand Korean consumer preferences.
- Participate in market briefings, trade receptions, facility tours, and retail tours.
- Same week as WUSATA Outbound Mission to Taiwan, allowing companies to sign up for both, maximizing your time in Asia.

**Register Now on Our Events
Calendar!**

Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Market briefings and retail tours
- Ground transportation will be arranged and paid by WUSATA for one company representative*
- For companies participating in WUSATA Outbound Mission to Taiwan, November 7-10, airfare from Seoul to Taipei will be arranged and paid by WUSATA

Companies will provide their own:

- International airfare departing from and returning to US
- Designated hotel stay for 3 nights in Seoul, November 4-7
- Meals and incidentals
- By request with fee, sample shipment arrangement will be provided.

Tentative Itinerary:

November 4: WUSATA companies arrive in Seoul, Korea

November 5: ATO Market Briefing and Retail Tours

November 6: One-on-One Meetings

November 7: WUSATA companies depart for U.S. or Taiwan

Registration Participation Fee: \$250 per company

REGISTRATION DEADLINE: August 31, 2018

*Please note: If you wish to bring more than one company representative, please contact the project managers for details, and to ensure space availability.

Suitable value-added products include, but are not limited to: Meat, seafood, fresh & frozen fruits and vegetables, baking mixes, food preparations, nuts, sauces and spices, healthy foods, specialty foods, and other consumer oriented items

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