

## Inbound Trade Mission from Korea California and Idaho October 5 - 9, 2015

### Event Benefits:

- Meet with high-quality buyers from major food establishments
- Feature products and learn about market demands
- 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:

This will be an excellent opportunity for companies to participate in the growing Korea market. Due to recent changes in country's lifestyle and dietary culture, their economy has stimulated a rapid growth in 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.

Meeting Information: Los Angeles, CA - October 5, 2015 | San Francisco, CA - October 6-7, 2015 | Boise, ID - October 8-9, 2015

### **Products of Interest\*:**

Suitable products include, but are not limited to: Consumer-ready products, food service products, dairy products (bulk/retail), snack foods, meats, health & natural foods, produce (both fresh and processed), processed foods, specialty foods, confections, beverages, nuts, and more.

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

### Registration Deadline:

**September 24, 2015**

### Participation Fee:

**Complimentary**

### Managing States:

Alicia Rios  
CA Centers for Intl. Trade Dev.  
559-324-6401  
alicia.rios@sccd.edu

Pamela Graviet  
ID State Dept of Ag  
208-332-8678  
pamela.graviet@agri.idaho.gov

**To Register:** [login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!