

## Korea Consumer Oriented Inbound Mission June 9-13, 2014 Honolulu, HI & Portland, OR

### Event Benefits:

- Meet one-on-one with food buyers from Korea
- Take advantage of the Korea Free Trade Agreement
- Gain information about importer/buyer needs and preferences

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

This is a great time to take advantage of the growing opportunity within the Korea market, and Korea's Free Trade Agreement. South Korea is the fifth largest export market for American agriculture. Recent changes in lifestyle and dietary culture, coupled with increased consumer income levels, have stimulated a rapid growth of the food service and retail sectors in Korea. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of the quality and safety of foods.

#### ACTIVITY DATES:

Honolulu, HI: June 9 - 10, 2014

Portland, OR: June 12 - 13, 2014

#### Products of Interest\*:

Sauces, Snacks, Canned Vegetables, Dried Fruits & Nuts, Wine & Beverages, Healthy & Natural Foods, Ready to Cook Meals, Dairy products, Coffee, Potatoes (frozen, dehydrated), and more.

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

#### Registration Deadline:

**May 25, 2014**

#### Participation Fee:

**\$15.00 per company**

#### Managing States:

Yukashi Smith & Hideki Yamane

Hawaii Dept of Ag

808-973-9627 or 9593

yukashi.m.smith@hawaii.gov

hideki.yamane@hawaii.gov

Amanda Welker

Oregon Dept of Ag

(503) 872-6600

awelker@oda.state.or.us

#### To Register:

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