



WUSATA

Western U.S. Agricultural Trade Association

Outbound Trade Mission to Seoul, Korea October 25-27, 2017

Don't miss this Outbound Trade Mission to Seoul, Korea, sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Korea remains the 5th largest market for U.S. food and agricultural products, making their Free Trade Agreement with the U.S. even more attractive to the country's importers and distributors for top quality American products. This mission leverages Food Week Korea, one of the largest and most targeted food shows for US retail and food service products. The delegation will walk the show, and meet with a wide range of buyers including supermarkets, department stores, convenience stores, food services, online/offline distributors, and trading companies. This is a trade mission you do not want to miss!

Benefits of Participation:

- Meet one-on-one with pre-screened buyers and decision makers from Korea looking for high-quality U.S. products
- Showcase and promote your 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
- Walk Food Week Korea

**Register Now on Our
Events Calendar!**

Proposed Itinerary:

- October 24: Arrival in Seoul
- October 25: Country-market briefing and updates with USDA Agricultural Trade Office, retail store tours, group dinner (at own cost)
- October 26: One-on-one business meetings and networking reception
- October 27: One-on-one business meetings, walk the show at Food Week Korea
- October 28: Depart for USA, or additional meetings on your own

Participation Fee: \$250 per company*

Limit one representative per company – additional company delegates may participate at their own expense.

Registration Ends: September 1, 2017

Suitable products include but are not limited to: Meat, seafood, dairy products, fresh and frozen fruits & vegetables, processed foods, confections, nuts, alcoholic and non-alcoholic beverages, baking ingredients, cereals, sauces & spices, and other foodservice products.

WUSATA:

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