

## VIRTUAL TRADE EVENT

# VIRTUAL BUYERS MEETING: KOREA

Tuesday, Oct 20 - Wednesday, Oct 21, 2020

Registration: Tuesday, Aug 25 - Friday, Sep 4, 2020 | 12:00 PM

CA, WA

<https://www.wusata.org/e/I9LKTIO>

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### Virtual Buyers Meeting: Korea ~ October 20 -21, 2020

WUSATA's Virtual Buyers Meeting: Korea will provide companies the opportunity to meet one-on-one with Korean Buyers interested in your company's products. WUSATA has secured the participation of 7 Korean buyers in this activity. Unlike a traditional in-bound mission, WUSATA will coordinate with our in-market representative to pre-screen registered companies for virtual meetings with participating buyers. This will include reviewing company profiles, product details and presenting company information to potential buyers prior to scheduling virtual meetings - allowing for more effective matchmaking between buyers and suppliers. As a result, WUSATA companies are not guaranteed one-on-one meetings. Once pre-screening takes place, registered WUSATA companies will be notified of individual business meeting(s) secured. The number of meetings, if secured, could range from 1-7.

Upon registration, companies will be contacted by a project manager to arrange a pre-screening call with WUSATA's in-country representative.

Activity project managers will work with companies and WUSATA's in-market representative to facilitate shipment of product samples for presentation during the virtual meetings.

### Benefits of Participation:

- Have your products reviewed and introduced to buyers in the Korean Market.
- Opportunity for one-on-one virtual meetings with buyers interested in your company's products.

### Schedule:

- Registration Deadline (Sept 4)
- Pre-Screening Calls (Registration to Sept 11)
- Meeting Notifications/Confirmations Provided (Sept 14-15)
- Sample Shipment Deadline (Sept 25)

Scheduled meetings will occur on Tuesday/Wednesday - October 20 and 21, 2020. Meetings will be at 25 minutes intervals and scheduled from 4:00 p.m. to 8:00 p.m. (PST). Depending on the number of buyer meetings secured, WUSATA will work to have all of your company meetings occur on the same day.

Samples: WUSATA companies confirmed for one or more buyer meetings will need to ship product samples as part of this activity. Shipments details will be provided to confirmed companies and products must be received by a specified date. If samples are not received, company meetings will be cancelled.

**Registration Deadline:** September 4, 2020



## PRODUCT DESCRIPTION

### Suitable products per buyer group\*:

\*Companies that do not have products within the indicated categories will most likely not have secured meetings.

#### GS Retail Co., LTD.

- Beverages: soda, organic beverages and protein beverages
- Fresh Cherries
- Cereals
- Wheat & Grain Products
- Confectionaries: chocolates and confectionaries
- Bakery Products
- Healthy & Natural Foods
- Snack Foods
- Frozen Desserts/Bakery
- National ice cream brands and popsicles
- Snack Foods (ex: cheese snacks, vegan/organic chips)
- Plant Based Beverages: almond milk and other alternative plant-based beverage (dairy)

#### Hyundai Green Food Co., LTD.

- Fresh Cherries
- Canned Fruits
- Frozen Vegetables
- Fruit or Vegetable Purees, Extracts
- Processed Meat Products
- Dairy Ingredients
- Eggs & Egg Products
- Coffee
- Cereals
- Confectionaries
- Oils
- Healthy & Natural Foods
- Certified Organic Foods
- Snack Foods
- Specialty Foods
- Walnuts (shelled/bulk)

#### LOTTE MART

- Table Grapes
- Cherries
- Frozen Fruit

- Dried Fruit & Freeze dried: cherries, prunes, raisins, cranberries, blueberries
- Cheese
- Healthy & Natural Foods
- Snack Foods
- Nuts (shelled/bulk): hazelnuts, pecans, almonds, walnuts, and pistachio
- Fruit/Vegetable Snacks
- Fair trade certified food

#### TDF Korea

- Canned Vegetables
- Cheese
- Cereals
- Confectionaries
- Oils
- Spices and Seasonings
- Sauces (manufactures with retail products)
- Healthy and Natural Foods
- Snack Foods

#### YEKWANG INTERNATIONAL CO., LTD

- Beverages Mixes
- Tea
- Confectionaries
- Spices and Seasonings
- Condiments
- Sauces
- Healthy & Natural Foods
- Certified Organic Foods
- Nuts (retail): hazelnuts, pecans, almonds, walnuts, and pistachio

#### Jangsung Global

- Raisins
- Coffee
- Wine
- Beer
- Confectionaries
- Spices and Seasonings
- Jams
- Sauces
- Healthy & Natural Foods
- Certified Organic Foods
- Appertizers/Frozen Meals
- Snack Foods
- Specialty Foods
- Nuts: Hazelnuts and Pecans

#### Concord Commercial Corporation

- Dairy products and protein powders for health supplement, food ingredients, food additives, functional/dietetic milk proteins, etc.
- Onions
- Frozen Vegetables
- Dairy Ingredients
- Cheese
- Coffee
- Spices and Seasonings
- Other Fruit (blood oranges)
- Food products which emphasize health benefits

### **INDUSTRY FOCUS**

| Food Service Products | Ingredient | Natural/Health |
|-----------------------|------------|----------------|
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