INBOUND MISSION

2023 KOREA INBOUND TRADE MISSION TO OR/ID

Monday, Jul 17 - Friday, Jul 21, 2023
Registration: Thursday, Jun 1 - Friday, Jul 7, 2023 | 12:00 PM
ID/OR | Korea, Republic of | East Asia

https://www.wusata.org/e/7PCZIUL

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Korea Inbound Trade Mission to Oregon and Idaho

July 17 - 18 Portland, Oregon & July 20-21 Boise, Idaho

One-on-one and group business meetings with buyers from Korea will be held in Oregon and Idaho. Additional opportunities will be available for participants to host tours at their farms and processing facilities. This is the first WUSATA opportunity in 3.5 years to connect with Korea buyers in person in Oregon and Idaho, a crucial part of forming business relationships. American products are seen as reliable to Korean buyers and are attractive to Korean consumers.

This mission will be hosted in conjunction with buyers from Southeast Asia in Oregon and with buyers from China and Hong Kong in Idaho. Please also register for the Southeast Asia or China/Hong activities to take advantage of meeting with ALL buyers at each stop.

Itinerary:

July 17-18 - Oregon Meetings

July 20-21 - Idaho Meetings

Benefits of Participation:

- Meet with six buyers from Korea in person without leaving Idaho or Oregon.
- Gather current market intelligence, consumer preferences, and trend information about the 5th largest export market of US food and agriculture products.
- Pitch your product learn about it's feasibility and fit in the marketplace.

Participation Fee: $20

Registration Deadline: July 7th, 2023

PRODUCT DESCRIPTION

Seafood and seafood products, dairy and dairy products and ingredients (including cheese, whey, butter), fresh fruits and vegetables (including cherries and dates), fruit and vegetable products (including extracts, powders, purees, protein beverages, plant-based proteins), frozen and canned or preserved fruits and vegetables (including jams), dried fruits and vegetables (including prunes and raisins), certified organic foods, specialty foods, liquors, nuts (including hazelnuts and walnuts), oils (including olive and grape seed), prepared foods (including sauces, condiments, snack foods, ready-to-cook meals, frozen meals, prepared fruit), spices and seasonings, bakery products and confectionaries, eggs and egg products, grains and grain products (including flours and cereals), healthy and natural foods, beverages and drink products (including beverage mixes, alcohol alternatives, zero sugar or zero calorie beverages), alternative milks (including almond, hemp, and oat), chocolate, meat and meat products.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Korea, Republic of