

## INBOUND MISSION

# 2019 KOREA FOODSERVICE & INGREDIENT INBOUND TRADE MISSION TO ID, WA

Tuesday, Jun 25 - Friday, Jun 28, 2019

Registration: Tuesday, Mar 26 - Wednesday, Jun 19, 2019 | 12:00 PM

📍 WA, ID | Korea, Republic of | East Asia

<https://www.wusata.org/e/I9RZOJK>

## 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:

### Korea Foodservice & Ingredient Inbound Trade Mission to ID & WA ~ June 25-28, 2019

This is an excellent opportunity to participate in the growing Korean market, which remains the 5th largest agricultural export market for the United States. In 2017, the U.S. exported over \$7.9 billion in agricultural products to Korea, up from the previous year. Korea is a fast-paced market where new ideas and trends are eagerly tried and accepted, and the HRI foodservice industry continues to expand as consumers demand more diversified and sophisticated choices under increased income levels. Korea generates new opportunities for imported products that offer new tastes, healthy recipes, added-value, stable supply, consistent quality, and specifications catered to the industry. This activity is designed for Western U.S. companies interested in the rapidly-growing Korean market. Companies will meet for table-top and one-on-one visits with qualified ingredient and foodservice buyers, or have the option to host the delegation for a site-tour if the schedule allows.

### Benefits of Participating:

- Connect with pre-qualified ingredient and foodservice buyers representing South Korea that are hand-selected by WUSATA's in-country contractor and are interested in finding suppliers.
- Evaluate how your product fits in to the marketplace and assess the competitive landscape by personally



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Frozen, dried, processed fruit and vegetables; dehydrated or frozen potatoes; onion rings; appetizers; ready to cook products; chick peas; flours; grains; breading; cheese; cheese powder; butter; cream; flavorings and seasonings; sauces; dressing; beverages; snacks; desserts; pork; beef; other related products.

## INDUSTRY FOCUS

Food Service Products

Retail Products

engaging with various buyers, importers, and distributors.

- Gather current market intelligence, consumer preference, and trend information directly from the source.
- Identify new buyers for your product or re-connect with existing clients.

**Proposed Schedule:**

June 25 - Seattle, WA

June 26 - Seattle, WA

June 27 - Boise, ID

June 28 - Boise, ID