INBOUND MISSION

2023 KOREA CONSUMER ORIENTED INBOUND TO CA/WA

Monday, Aug 21 - Friday, Aug 25, 2023
Registration: Thursday, Jul 6 - Friday, Aug 11, 2023
CA/WA | Korea, Republic of | East Asia

https://www.wusata.org/e/W370NC3

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, in cooperation with the NW Wine Coalition, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Korea Consumer Oriented Inbound Buyers Meetings

Seattle, WA & Sacramento/Oakland/Los Angeles, CA

August 21 - 25, 2023

South Korea's growing middle-class population is consistently searching for ready-to-eat and ready-to-cook products. The population is highly urbanized at 81%, and consumers are relatively health-conscious. This market represents ideal trade opportunities for companies with shelf-stable products.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Korea.

When making your selection, please pick the session that works best for your schedule, and do not sign up for multiple sessions, the buyers are the same for each listed session.

This activity is being held in conjunction with Australia / New Zealand Consumer Oriented Buyers Meetings, please sign up for both activities.

Itinerary:

- August 21 – Seattle - Site visits
- August 22 - Seattle - Tabletop Buyers Meetings
- August 23 - Sacramento - Tabletop Buyers Meetings
- August 24 - Oakland - Tabletop Buyers Meetings
- August 25 - Los Angeles - Tabletop Buyers Meetings

Benefits of Participation:

- Connect with pre-qualified importers from Korea
- Evaluate how your product fit into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Participation Fee: $25.00

Registration Deadline: August 11, 2023

Any questions please reach out to the Project Managers:

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PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit / Nut, Frozen Foods (berries), Beverages, canned fruit, healthy & natural products, cereals, tea, bakery products, confectioneries

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Korea, Republic of

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373