OUTBOUND MISSION

2022 KOREA CONSUMER-ORIENTED OUTBOUND

Tuesday, Nov 8 - Thursday, Nov 10, 2022
Registration: Tuesday, Aug 30 - Monday, Sep 12, 2022
Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/RFNM8W7

EVENT DETAILS

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

2022 Korea Consumer-Oriented Outbound

November 8-10, 2022

The Korean market continues to be an appealing and growing market for WUSATA companies. U.S. products can be well suited for the Korean market due to seasonality, versatility, variety, and reputation for quality and safety. During this mission, U.S. food and agricultural products from the western states will be introduced to Korean importers, distributors, and purchasing managers. USDA/FAS will provide a market briefing. Matchmaking meetings will be arranged with Korean buyers/importers to establish potential business relationships. A market tour will also be organized for you to see local retail facilities and observe availability and merchandising of current U.S. and competing products in the marketplace. Facilities tours may also be arranged. Attendees will have the opportunity to observe the WUSATA menu promotion activity that will occur in Seoul during this time. Participants will be able to better understand the Korean market, relevant distribution channels, the retail sector, and how COVID-19 has impacted trade.

WUSATA will cover up to 4 nights of lodging at the mission hotel for one attendee per registered company, and ground transportation to site visits. Other costs will be covered by participants (including travel, meals, incidentals and samples).

Benefits of Participation:

- Meet in person with qualified buyers from Korea
- Learn and gather information on current market trends, consumer and buyer preferences
- Evaluate where best your products would fit within current retail and food service space through a market tour and briefings.

Tentative Itinerary:

- Monday, November 7th: Arrive in Seoul
- Tuesday, November 8th: Market Briefing and Site Visits
- Wednesday, November 9th: B2B Meetings
- Thursday, November 10th: B2B Meetings & Facilities Visits
- Friday, November 11th: Return Home or Follow-Up Meetings on Own.

Participation Fee: $400.00 Per Company

Registration Deadline: September 12th, 2022

PRODUCT DESCRIPTION

Fresh/ Frozen/ Dried/ Processed Fruits and Vegetables, Nuts, beverages, Dairy products (whey, butter, cheese, etc.), Oils and Spices, Processed/Prepared Food Items (condiments, ice cream, soups, flavored coffee, etc.), Fresh/Frozen Meat and Seafood, snack foods, retail-packaged items

INDUSTRY FOCUS

Consumer Oriented