WEBINARS

2021 WUSATA KOREA E-COMMERCE WEBINAR

Wednesday, Sep 8, 2021
Registration: Thursday, Aug 19 - Tuesday, Sep 7, 2021 | 12:00 PM
Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/M8OOWED

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:

2021 WUSATA Korea e-Commerce Webinar

September 8, 2021 at 4:00 pm PDT

Please join WUSATA for a webinar about e-Commerce market in South Korea for food, beverage and even pet food. WUSATA commissioned a study of the current situation in the rapidly growing e-commerce market in Korea.

In this webinar, the research team will present a summary of their findings. The webinar is complimentary and you will not want to miss this opportunity learn about the 5th largest e-Commerce market in the world. Whether you are currently selling in Korea or planning to in future, e-Commerce is an important part of marketing strategies for the market.

Topics covered in the webinar:

- Overview of Korean e-Commerce market
- Leading online players and platforms
- e-Commerce market for food & beverage
- Paths for U.S. companies

The presentation will be followed by a Q&A session.

Benefits of Participation:

- During the pandemic, online sales have soared. This is especially true in markets where e-Commerce was already strong, like South Korea.
- This is your chance to get a brief overview of e-Commerce in Korea.
- All webinar participants will also have the opportunity to access the full report from the research commissioned by WUSATA this year.

Itinerary:

- The webinar will be held on September 8, 2021 at 4:00 pm PDT

Participation Fee: Complimentary

Registration Deadline: September 7, 2021 at 11:59 pm PDT

PRODUCT DESCRIPTION

Suitable products include: Consumer packaged food products, snack foods, dried fruit, nuts, meat, seafood, dairy products, processed fruit & vegetables, cereals, noodles, condiments, desserts, baby foods, functional foods, convenience foods, supplements, non-alcoholic beverages, pet food.

Not suitable for alcoholic beverages.

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Pet Food and Products** **Specialty Beverage**