INBOUND MISSION

2022 KOREA DRIED FRUIT & NUT INBOUND DELEGATION TO IBIE (LAS VEGAS) AND NEW MEXICO

Sunday, Sep 18 - Friday, Sep 23, 2022
Registration: Monday, Aug 15 - Wednesday, Sep 7, 2022
Las Vegas IBIE Show & New Mexico | Korea, Republic of | East Asia

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

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 Dried Fruit & Nut Inbound Delegation to IBIE (Las Vegas) and New Mexico
September 18 - 23, 2022

South Korea has the 10th largest economy in the world with a GDP of $1.6 trillion. Over 90% of Koreans live in urban areas, and domestic production only meets 45% of their food demand. They imported $14.8 billion in Consumer Oriented products in 2020, 35.7% of which was from the US. This market represents a heavily urban and consumer oriented agricultural market that provides multitudes of opportunities for WUSATA companies to export to and build business relationships with Buyers, Importers, Distributors, and Retailers in the country.

Korean Buyer Delegation will visit IBIE show in Las Vegas and New Mexico.

Benefits of Participation:

- Connect with pre-qualified buyers representing 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

Tentative Itinerary:

- September 18 (Sun) -Business Meetings / IBIE
- September 19 (Mon) – Business Meetings/IBIE
- September 20 (Tues) – Business Meetings/IBIE
- September 21 (Wed) – Depart to New Mexico
- September 22 (Thurs) – Business Meetings/Site Visits
- September 23 (Fri) – Business Meetings/Site Visits

Participation Fee: $25.00 per pass

Registration Deadline: September 7th, 2022

PRODUCT DESCRIPTION

Dried Fruit, Nuts, and Other Bakery Ingredients

INDUSTRY FOCUS

Ingredient