OUTBOUND MISSION

2023 KOREA OUTBOUND TRADE MISSION TO SEOUL

Wednesday, Oct 18 - Saturday, Oct 21, 2023
Registration: Tuesday, Jul 18 - Tuesday, Aug 15, 2023
Seoul | Korea, Republic of | East Asia

https://www.wusata.org/e/1DTRO77

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Outbound Trade Mission to Seoul, Korea

October 18-21, 2023

This food and beverage focused trade mission to Korea provides an exceptional opportunity to introduce new products and expand sales within the market.

Benefits of Participation:

- Meet one-on-one with Korean buyers and decision makers looking for high-quality U.S. products.
- Showcase and promote products to some of Korea's most influential buyers
- Learn about importer/buyer needs and consumer preferences.
- Participate in market briefings, trade receptions, facility tours, and retail tours.

Support for connecting to Japan outbound trade mission Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters - Market briefings by USDA/FAS and market tours

Hotel and ground transportation will be arranged and paid by WUSATA for one company representative *LIMIT: One representative per company – additional company delegates may participate at their own expense.

Companies will provide their own:

- International airfare
- Meals and incidentals
- Arrangements for product samples. By request with fee, sample shipment arrangement will be provided.

Itinerary:

October 18 - WUSATA companies arrive to Seoul, Korea

October 19 – ATO market briefing and market tours

October 20 – One-on-one meetings and networking reception

October 21 - WUSATA companies travel to Tokyo, Japan, to continue trade mission or return to the U.S.

With a separate registration, companies can continue to explore the Japan market by joining the Japan Outbound Mission from October 21 to October 25. For those who register for both missions, the flight from Seoul to Tokyo will be

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Dairy Products, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Healthy foods, Specialty foods, Coffee, Tea, Wine, Beer, Craft Cider, Non-alcoholic beverages, and other Consumer Oriented Items.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Korea, Republic of

arranged and covered by WUSATA for one representative per company.

Participation Fee: $500

Registration Deadline: August 15th, 2023

For any information please reach out to the Project Managers:

Chelsea Conlon - ID - chelsea.conlon@isda.idaho.gov

Yukashi Smith - HI - yukashi.m.smith@hawaii.gov

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