

WEBINARS

BEYOND SEOUL: SECOND-TIER CITIES AND EMERGING MARKETS IN KOREA

Wednesday, Dec 17, 2025 | 10:00 AM - 11:00 AM
Registration: Monday, Dec 1 - Wednesday, Dec 17, 2025
Riverside | United States of America

https://www.wusata.org/e/N2UK06Y

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. food and agricultural exporters who are seeking to introduce or expand their products in South Korea, with a focus on opportunities beyond the Seoul metropolitan area. The session will provide a practical overview of key second-tier cities, including Busan, Daegu, Daejeon, Gwangju, and Incheon, and explain how regional demographics, retail structures, and consumer behaviors differ from those in the capital. Participants will learn how to assess market potential in these cities, identify suitable distribution partners, and adapt packaging, pricing, and promotional strategies to regional expectations. The seminar will also explore product categories with strong demand in second-tier markets, logistics considerations for reaching multiple destinations, and effective ways to engage with local retailers and foodservice operators. Attendees will leave with actionable steps to refine their Korea market entry plans, target the right regional opportunities, and build long-term commercial relationships across this growing and increasingly influential marketplace.

Detailed Webinar Overview:

1. Welcome & Objectives

- Overview of seminar objectives
- Brief introduction to the Central American market landscape for U.S. snack foods
- Why Western U.S. snack products are well-positioned for regional demand

2. The Regionalization of Korean Food Demand

- Shift from Seoul-centric purchasing to broader regional consumption
- Growth of retail modernization across the country
- Differences in demographics, spending, and food culture outside the capital

3. Profiles of Key Second-Tier Cities

- Busan
- Daegu
- Daejeon
- Gwangju
- Incheon

4. Retail & Foodservice Differences Across Regions

- Regional variations in supermarket chains and buyer preferences
- How cafés, bakeries, and convenience stores shape regional trends
- The role of local distributors vs. Seoul-based importers
- E-commerce adoption differences by metro area

5. Product Categories With the Best Regional Potential

- Snack foods, confectionery, nuts

- Fresh and frozen fruits
- Premium specialty foods
- Functional and health-positioned items
- Ingredients for regional foodservice chains

6. Strategies for Successful Regional Market Entry

- How to evaluate which city fits your product
- Working with regional distributors, sub-distributors, and brokers
- Adjusting packaging, pricing, and case sizes for local expectations
- Leveraging regional trade shows and food festivals
- Running promotions and in-store demos outside the capital
- Logistics and cold chain considerations across cities

7. Exporter Action Plan

- Market readiness checklist
- How to prioritize cities and build a phased expansion strategy
- How to verify demand and identify reliable partners

6. Case Study: Success Story from an exporter working in the market

7. Q&A

- Interactive Q&A

Learning Outcomes:

- Identify key second-tier cities in South Korea and understand their unique market characteristics compared to Seoul.
- Assess regional consumer preferences, purchasing behaviors, and trends relevant to Western U.S. food and agricultural products.
- Understand retail and foodservice structures in second-tier cities, including supermarkets, convenience stores, cafés, bakeries, and emerging e-commerce platforms.
- Evaluate logistics and distribution options for reaching multiple regional markets efficiently.
- Determine which product categories have the strongest potential in different second-tier cities.
- Adapt packaging, pricing, and promotional strategies to meet local expectations and regional demand.
- Identify and establish relationships with reliable local distributors, importers, and sub-distributors.
- Develop a phased market entry plan targeting high-potential second-tier cities while mitigating risk.
- Leverage regional trade shows, buyer programs, and other engagement opportunities to expand market presence.
- Apply practical strategies to build long-term, sustainable business relationships in emerging Korean markets.

The meeting link will be sent to registered companies the day before the meeting via email

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