INBOUND MISSION

2012 KOREA: INBOUND BUYING MISSION - OCTOBER

Saturday, Oct 20 - Friday, Oct 26, 2012
Registration: Friday, Sep 7 - Wednesday, Oct 17, 2012
Honolulu, San Francisco, Los Angeles, and Seattle (Seattle: SOLD OUT) | United States of America

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: Korea Inbound Trade Mission to: HONOLULU Oct. 20-21, SAN FRANCISCO Oct. 23, LOS ANGELES Oct. 24, and SEATTLE Oct. 26 (Seattle - SOLD OUT) Benefits from participating in the activity: • Meet one-on-one with Foodservice and Retail buyers from Korea • Showcase your products and gain information about importer/buyer preferences and demands of the Korean market • Expand your foreign market sales into Korea Growing opportunities in the Korean market are emerging for U.S. suppliers as a result of the recently implemented Korea Free Trade Agreement. This inbound mission will be an excellent opportunity for companies to network and establish contacts with key buyers from Korea. South Korea is the fifth largest export market for American agriculture. Changes in lifestyle and dietary culture, coupled with increased consumer income level, have stimulated a rapid growth of the food service and retail sectors in Korea. The monthly per capita spending on eating outside the home has more than doubled in the last ten years, and consumers are seeking more new and international tastes while becoming more concerned about the quality and safety of foods. The evolving food service sector in Korea is creating growing demand for imported products that offer new and healthy recipes, value price, stable supply capacity, and added-value for labor saving, all characteristics where U.S. products are competitive.

PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

Suitable products include, but are not limited to: Sauces, Snacks, Canned Vegetables, Dried fruits & nuts, Wine & Beverages, Healthy & Natural Foods, Ready to cook meals, Dairy products, Coffee, Potatoes (frozen, dehydrated)

INDUSTRY FOCUS

Food Service Products **Natural/Health** **Produce** **Retail Products** **Seafood**