

## INBOUND MISSION

# 2016 KOREA INBOUND TRADE MISSION TO NATURAL PRODUCTS EXPO WEST

Thursday, Mar 10 - Sunday, Mar 13, 2016

Registration: Monday, Dec 14, 2015 - Thursday, Feb 18, 2016

📍 Anaheim, California | Korea, Republic of | Asia - (inactive)

## EVENT DETAILS

### Inbound Missions to Natural Products Expo West Trade Show

#### Canada, Europe, Japan, Korea and SE Asia.

March 10 - 13, 2016 | Anaheim, CA

Natural Products Expo West continues to be the leading Domestic trade show in the natural, organic and healthy products industry.

The Western Departments of Agriculture in conjunction with WUSATA are very pleased to announce **FIVE** separate inbound buying missions for companies exhibiting and walking the 2016 Natural Products Expo West trade show. At this time our overseas contractors are each carefully hand picking and selecting five of the very best buyers that will be tailored to our export needs. With this unique opportunity, we are taking the guesswork and chance out of the equation by directly bringing in these buying teams, so that they can sit down and meet with you. The buyers are eager to meet with both new and veteran exporters.

#### What you can register for:

##### One to One meetings:

Custom one-on-one appointments with pre-qualified buyers from each country group chosen, meeting will be about 20-30 minutes each. These meetings can be held each morning before the show opens and during show hours. Companies signing up for this event will have the option to meet with buyers in a private conference room or meet one-on-one directly at your booth (those not exhibiting will be provided a badge for trade show entry).

##### Product Showcase:

In addition to the one-on-one meetings, WUSATA will also offer companies an opportunity to be part of a Product Showcase on the morning of March 10<sup>th</sup> 2016 being held in the conference room. You will set up a small display and our prestigious buyers from Canada, Europe, Japan, Korea and SE Asia will walk the floor and visit with companies who's product they have potential interest in. (Participation in the Showcase does not guarantee meetings with all participating buyers or markets. Open format similar to a trade show, no preschedule appointments.)

DUE TO HIGH DEMAND, and to allow more companies the opportunity to participate in this multi market Expo West event, we ask that you register for no more than 3 activities of the 6 available options, which include meeting with the 5 market buyer groups plus the Product Showcase. (If you wish to attend additional meetings you will have the ability to "waitlist" your company for those activities at the time of registration. WUSATA highly recommends you prioritize your selections.)

**Cost:** There is a nominal "per company" participation fee of \$25.00 for each activity registration.

**Registration:** There is limited amount of space available for this enormously popular event so please sign up promptly to reserve your spot



## PRODUCT DESCRIPTION

**Suitable Products** include but not limited to: Consumer ready products, Gluten Free, Organic, Snack foods, Functional foods, Health foods and Soft beverages.

## INDUSTRY FOCUS

Natural/Health

Organic

Produce

Retail Products