

## VIRTUAL TRADE EVENT

# 2020 VIRTUAL KOREA OUTBOUND TRADE MISSION

Monday, Dec 7 - Thursday, Dec 10, 2020

Registration: Thursday, Sep 3 - Friday, Sep 18, 2020 | 12:00 PM

📍 Korea, Republic of | Korea, Republic of | East Asia

<https://www.wusata.org/e/KL3LQ53>

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service.

### 2020 Virtual Korea Outbound Trade Mission - December 7-10, 2020

Introduce your retail products to buyers remotely!

This opportunity is designed to introduce your product to potential buyers in three rounds. Not every product will advance to the next round.

In the first round, your product images, description and key marketing message will be sent to potential buyers through a web portal. If your product is a potential fit for the market, some buyers will request to see samples.

In the second round, samples of your product will be shipped to Korea and sent to interested buyers. After the potential buyers have tried your product, they will let us know if they would like to meet with your company.

In the final round, companies will have virtual meetings arranged with potential buyers. The meetings will take place in the evenings US time and mornings in Korea.

Much like the US, consumers in South Korea are eating at home more during these times. Korean importers and distributors are looking for new products to meet the changing demands of consumers. Perhaps your product is what they are looking for.

### Benefits of Participation:

- Introduce your products to potential buyers
- Meet virtually with matched buyers
- Consolidated sample shipping included

**Itinerary:** Sample products sent to potential customers in October, virtual meeting scheduled for the evenings of December 7-10, 2020 US time.

**Participation Fee:** \$25 per company

**Registration Deadline:** September 18, 2020



## PRODUCT DESCRIPTION

**Suitable value-added products include, but are not limited to:** Processed fruit & vegetables, non-alcoholic beverage & juice, sauces, ready-to-eat products, gourmet foods, home meal replacement items, nuts, confectionery products, healthy/natural products, snacks, candy & pet foods.

## INDUSTRY FOCUS

Retail Products

Specialty Beverage