

## INBOUND MISSION

# 2018 KOREA CONSUMER ORIENTED INBOUND TRADE MISSION TO CA,WA

Monday, Aug 27 - Thursday, Aug 30, 2018

Registration: Thursday, Apr 12 - Wednesday, Aug 15, 2018

📍 Seattle, WA / San Francisco, Oakland & Los Angeles, CA

## 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, which is brought to you by the USDA's Foreign Agricultural Service.

### Korea Consumer Oriented Inbound Trade Mission to Washington and California ~ August 27-30, 2018

**This event will be held in conjunction with WUSATA's Japan Consumer Oriented Inbound Trade Mission (please also register to meet with these buyers - same day - same location).** More than 10 buyers from Korea and Japan will travel to Washington and California to meet with WUSATA companies. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their production facility.

Korea is the fifth largest export destination for U.S. consumer oriented food products, valued at more than \$3.8 billion. Exports to the market increased 12 percent over the previous year - among the largest exports gain within the United States top ten export markets.

Korean consumers are consistently looking for new and innovative food products, something that the WUSATA region can easily offer.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

### Proposed Itinerary:

August 27 - Seattle, WA

August 28 - Seattle, WA

August 29 - San Francisco/Oakland CA

August 30 - Los Angeles, CA

**Participation Fee:** \$25.00 per company



## PRODUCT DESCRIPTION

**Suitable Products include but not limited to:** Consumer Oriented Retail Food Products: sauces; snack foods; condiments; specialty food products; health & natural food products; retail dried fruits/nuts.

## INDUSTRY FOCUS

Retail Products