

OUTBOUND MISSION

2019 KOREA OUTBOUND TRADE MISSION TO SEOUL AND BUSAN

Monday, Sep 30 - Thursday, Oct 3, 2019
Registration: Tuesday, Jun 4 - Friday, Aug 16, 2019
Korea, Republic of | Korea, Republic of | East Asia

<https://www.wusata.org/e/5OIN127>

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:

Korea Foodservice and Ingredient Outbound Trade Mission to Seoul and Busan ~ September 29 - October 3, 2019

This is an excellent opportunity to participate in the growing Korean market, which remains the 5th largest agricultural export market for the United States. In 2018, the U.S. exported over \$8.3 billion in agricultural products to Korea, up from the previous year.

Korea is a fast-paced market where new ideas and trends are eagerly tried and accepted, and the consumer-oriented, retail, food processing, and HRI foodservice industries continue to expand as consumers demand more diversified and sophisticated choices under increased income levels. Korea generates new opportunities for imported products that offer new tastes, healthy recipes, added-value, stable supply, consistent quality, and specifications catered to the industry.

This activity is designed for Western U.S. companies interested in the rapidly-growing Korean market. Companies will participate in one-on-one business meetings with qualified buyers, receive a market briefing, join retail and site tours (including the Port of Busan), and attend a networking reception with Korean buyers.

Benefits of Participation:

- Receive a personalized business meeting agenda and meet with hand-selected buyers
- Receive a market briefing and join site/market tours
- Join a day trip to Busan to receive a tour of the Port of Busan and additional site tours
- Invitation to a networking reception with Korean buyers of U.S. food products
- Evaluate how your product fits in to the marketplace by personally engaging with buyers
- Gather current market intelligence, consumer preference, and trend information
- Identify new buyers for your product or re-connect with existing clients

WUSATA will provide for one company representative:

- Hotel accommodations
- Ground transportation between meetings/site visits

Itinerary:

- September 29 - Arrive in Seoul, Korea
- September 30 - Market briefing and Retail market tours



PRODUCT DESCRIPTION

Suitable value-added products include, but are not limited to: Frozen, dried, processed fruit and vegetables; dehydrated or frozen potatoes; appetizers; ready to cook products; chick peas; healthy foods; flours; grains; breadings; dairy products; cheese; cheese powder; flavorings and seasonings; sauces; dressing; non-alcoholic beverages; snacks; specialty foods; nuts; desserts; pork; beef; seafood; other related products.

INDUSTRY FOCUS

Food Service Products

Ingredient

Retail Products

- October 1 - One on One business meetings in Seoul
- October 2 - Day trip to Busan for Busan Port Tour and Site Tours
- October 3 - Return home

Registration Participation Fee: \$500 per company

REGISTRATION DEADLINE: August 16, 2019