

OUTBOUND MISSION

KOREA CONSUMER ORIENTED OUTBOUND MISSION TO SEOUL & BUSAN

Monday, Nov 10 - Friday, Nov 14, 2025
Registration: Thursday, May 1 - Monday, Jun 30, 2025
Seoul & Busan | Korea, Republic of

https://www.wusata.org/e/HXQNUDF

EVENT DETAILS

Korea Outbound Trade Mission to Seoul & Busan

With a population of approximately 52 million, a high amount of expendable income, and a dynamic/modern Seoul metropolitan area, Korea remains the 5th largest export market for U.S. food and agricultural products in 2023. Korea is dependent on food imports due to its limited resources. The market demonstrates a growing popularity for safe, healthy, and high-quality foods. In addition, the well-traveled younger generation also seeks goods with convenience and an international flavor.

This mission will visit Seoul, the largest city in Korea, to engage in business-to-business meetings with potential importers, processors, and distributors, fostering direct relationships and understanding market needs. Additionally, the mission will visit Busan, the second largest city in Korea, to learn about the city's position as a key economic and industrial hub with a diverse range of industries including maritime industry and logistics. Retail and facility tours will be offered in each city.

This is a great opportunity for both new to market companies, and those wanting to expand their reach. Don't miss this excellent opportunity to connect with new buyers in Korea!

Companies will provide their own:

- International airfare
- Meals and incidentals
- Arrangements for product samples. By request with fee, sample shipment arrangement will be provided. Please contact Project Managers for more information.

Benefits of Participation:

Benefits from participating in the activity:

- Meet one-on-one with pre-screened buyers seeking high-quality U.S. products
- Learn about importer needs and Korean consumer preferences
- Participate in market briefings, facility tours, and retail tours.

Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Market briefings by USDA/FAS and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Coffee, Tea, Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, Healthy foods, Specialty foods, and other Consumer Oriented Items.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Korea, Republic of

for one company representative *LIMIT: One representative per company – additional company delegates may participate at their own expense.

Itinerary:

November 9 - WUSATA companies arrive in Seoul, Korea

November 10 – ATO market briefing and market tours

November 11 – One-on-one meetings and networking reception

November 12 – Travel to Busan, facility visits and group meetings

November 13 – Depart from Busan, return to USA

Registration Details:

Registration Opens: May 1, 2025

Suitable Products: Food and beverage products for retail and food service markets

Deadline: June 30, 2025

Participation Fee: $600

Passes Available:12