TRADE SHOW

2021 WUSATA PRODUCT SHOWCASE AT SEOUL FOOD & HOTEL TRADE SHOW

Tuesday, Jul 27 - Friday, Jul 30, 2021
Registration: Wednesday, Feb 24 - Friday, Apr 30, 2021 | 12:00 PM
South Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/09AHLK2

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.

2021 WUSATA Product Showcase at Seoul Food & Hotel Trade Show - July 27 - 30, 2021

****This is a Non-Travel Activity****

Seoul Food & Hotel Trade Show 2021 is Korea's leading and largest international exhibition, attended by over 1,500 qualified exhibitors and more than 50,000 visitors from 40 countries. Seoul Food has become the fourth largest food industry exhibition in Asia and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts. Participating WUSATA Companies will have their products displayed in a shared booth pavilion. This product showcase will provide each participating company with a kiosk display staffed by show assistants and staff from WUSATA's In-market contractor. The kiosk display will provide company/product visibility through signage and promotional material. Trade leads and buyer inquires/contacts generated from this activity will be shared with participants.

Please note that samples for this product showcase event will be key to successful participation. Participating companies will need to ship products/samples for display through the official freight forwarder of the USA Pavilion for direct delivery to the show/booth location. Shipping timelines will be provided to participants once available.

Benefits of Participation:

- Feature your products in a showcase at South Korea's largest food and hospitality trade show in South Korea, without having to travel.
- Potential Korean buyers, importers, and industry experts will be able to see your products displayed within the USA Pavilion - WUSATA Product Showcase, in a premium location.
- Participating companies will have an in-country show assistant present their company and products at the booth to Korean buyers and show attendees.

Participation Fee: $750.00

Registration Deadline: April 30, 2021

This activity is eligible for WUSATA's FundMatch Program - 50 percent reimbursement on approved expenditures related to product showcase (registration fee) and product shipping (freight).

PRODUCT DESCRIPTION

Suitable Products: Consumer-Oriented Food Products (Retail Packaging)

INDUSTRY FOCUS

Consumer Oriented **Retail Products**