VIRTUAL TRADE EVENT

2021 VIRTUAL BUYER MEETINGS: KOREA

Tuesday, Jun 8 - Wednesday, Jun 9, 2021
Registration: Thursday, Apr 8 - Friday, Apr 30, 2021 | 12:00 PM
Virtual Meetings | Korea, Republic of | East Asia

https://www.wusata.org/e/JW6OHLO

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 Virtual Buyer Meetings: Korea ~ June 8-9, 2021
Introduce your unique consumer-oriented products to buyers remotely!

Seven companies from South Korea are seeking products to import for their customers. These companies have experience importing food and beverage products into the Korean market. They distribute to retail, online and foodservice businesses across the country. This is a great opportunity for companies seeking a distribution partner in Korea.

Please review the list of products each company is seeking to see if your products fit. If you are interested in meeting with buyers from any of these companies, please sign up quickly. Meeting times are limited.

Here is more information about each of the Korean companies:

1. **GED Corporation** (www.gedfood.co.kr) - Importer and distributor based in Seoul, which sells into the retail, online and foodservice channels. They have an expanded product ranges from sauces, beverages to confectioneries. They have introduced numerous supreme brands from Europe, USA and Asia to the Korean market. Some of their key distribution channels are Shinsegae Department Store, Homeplus, Emart, etc.

Seeking the following products: Canned vegetables, beverage mixes, coffee, tea, confectioneries, bakery products, oils, condiments, maple syrup, sauces, organic foods, healthy & natural products, snacks, chocolates, protein snacks and nuts (hazelnuts, almonds, walnuts, pistachios & pecans).

2. **MiSung Family Co., Ltd.** (www.msfgo.co.kr) - Misung Family Co., Ltd. is a leading food importer and distributor providing various food products from overseas, including from the USA, France, Canada, Europe, SE Asia and Australia, to local consumers. They have exclusive distribution rights for global well-known food brands such as Hershey's, Ice Breakers, Del Monte S&W brand, ConAgra Food, Simplot, Kellogg's, Alicafe, and Legos. Misung Family supplies department stores, discount stores, supermarkets, Internet and convenient stores in Korea.

Seeking the following products: Frozen fruit, confectionery, bakery products, jams, sauces, condiments, snacks, ice cream, frozen meals/appetizers, coffee and wine.

3. **Hyosung International** - Hyosung International handles all sorts of confectionery and snacks as well as processed food such as pasta sauce, condiments and canned food. Some of the brands the company has a distribution rights to are Mondiv from Canada, Imperial (butter cookies) from Thailand and Hamlet (candies & chocolates) from Belgium. Hyosung International has an extensive sales network from department stores and wholesalers to hypermarkets.

PRODUCT DESCRIPTION

Frozen fruit, canned vegetables, beverage mixes, coffee, tea, wine, cereals, wheat & grain products, oatmeal, confectioneries, bakery products, oils, condiments, maple syrup, sauces, spices & seasonings, organic foods, healthy & natural products, snacks, chocolates, protein snacks, ice cream, frozen meals, vegan meat, peanut butter, nuts (hazelnuts, almonds, walnuts, pistachios & pecans), pet food and animal feed.

INDUSTRY FOCUS

Consumer Oriented

Seeking the following products: Coffee, tea, cereals, wheat & grain products, confectionery, bakery products, spices, seasonings, sauces, condiments, peanut butter, healthy & natural foods, organic foods and snacks.

4. **Weast Company, Ltd.** (www.weast.kr) - Established in 2003, Weast Co., Ltd. is importing various confectionery (snack, biscuit, cookies, chocolate, jelly, beverage etc.) products from overseas, manufacturing beverage/ supplements and selling them to the biggest hypermarket, convenience store, drug store and online-market channels in Korea. With strength in both on-line and off-line distribution channels, they aim to be a food company preparing for post-Corona era.

Seeking the following products: Beverage mixes, coffee, tea, confectioneries, jams, condiments, sauces, healthy & natural products, organic foods, frozen meals/appetizers, vegan meat and snack food.

5. **Global Jinxi Co., Ltd.** (www.globaljinxi.co.kr) - Since its establishment in 2005, Global Jinxi has achieved successful development in various business areas including food import and export having various snack products imported from Canada and Germany. With its experience in various business fields and its strong connection with distribution channels including department stores, hypermarkets, and around 50 online channels, Global Jinxi is expanding its consumer goods business by adding variety of food products.

Seeking the following products: Frozen fruit, confectioneries, oatmeal, spices & seasonings, sauces, healthy & natural products, organic foods, snack food, specialty foods, pet food and animal feeds.

6. **NJ Co. Ltd.** (WWW.NEJE.CO.KR) - Since 1985, NJ. Co., Ltd. has been importing coffee, snacks, candies and chocolates from all over the world. The company had a focus on confectioneries and sweets until recently, when it expanded its product portfolio to coffee and other snack goods. For its coffee business, NJ currently imports G7 Instant Coffee from Vietnam and Key Coffee from Japan. The company distributes most of its imported items to large hypermarkets in Korea such as Lotte Mart, Home Plus, and Nonghyup Hanaro Mart.

Seeking the following products: Beverage mixes, coffee, tea, wheat & grain products, confectioneries, cookies, jams, sauces, healthy & natural products, snack foods and specialty foods.

7. **Pulmuone Foodmerce** (https://pulstory.pulmuone.com) - Pulmuone Foodmerce is a subsidiary company of Pulmuone specializing in the distribution of B2B food materials with annual sales of 100 million USD. It deals with 27,000 clients including daycare centers, kindergartens, elementary, middle and high schools, adult meals, welfare support and nursing homes for senior citizens, and other food service and restaurants. The company supplies 2,000 private label products and other 30,000 agricultural, aquatic, livestock and public food products to its clients. The company currently purchases from local distributors for US products but would like to import directly.

Seeking the following products: Wheat & grain products, bakery products, spices & seasonings, condiments, sauces, healthy & natural products, organic foods and nuts.

Benefits of Participation:

- Meet buyers from Korea without leaving your office
- Learn about your product's fit for Korean market
- Assistance with delivering your samples within Korea
- Reimbursement for sample shipping expense to Korea (request limit $500)

Itinerary:

- Orientation meeting: 4:30-5:30pm PDT on June 2, 2021,
- Virtual meetings: 4:30 - 8:00pm PDT on June 8 & 9, 2021

REGISTRATION DEADLINE: April 30, 2021

Registration Participation Fee: $25 per company