

## INBOUND MISSION

# 2016 KOREA CONSUMER-ORIENTED INBOUND TRADE MISSION

Monday, Jun 27 - Friday, Jul 1, 2016

Registration: Monday, Apr 18 - Wednesday, Jun 22, 2016

📍 Portland, OR and Honolulu, HI | Korea, Republic of | Asia - (inactive)

## EVENT DETAILS

This is a great time to take advantage of the growing opportunity within the Korean market, and Korea's Free Trade Agreement. The U.S. remains Korea's top supplier of food and agricultural products, and continues to see solid export growth in the market's consumer-oriented product segment. U.S. agricultural exports to South Korea reached \$7 billion in 2015, in particular, consumer-oriented products are forecast to reach a record high of \$3.8 billion. South Korea is the United States' fifth largest market, with top exports including corn, beef and dairy. Recent changes in lifestyle and dietary culture, coupled with increased consumer income levels, have stimulated rapid growth of the food service and retail sectors in Korea. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of the quality and safety of foods.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Korea
- Showcase your products and learn about Korea buyers' needs and preferences
- Take advantage of the Korea Free Trade Agreement and expand your foreign market sales



## PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Sauces, Snacks, Canned Vegetables, Oils, Dried Fruit & Nuts, Chocolate, Jams & Jellies, Coffee, Tea, Health & Natural Foods, Specialty foods, value-added products, consumer-oriented retail products and more.

## INDUSTRY FOCUS

Natural/Health

Retail Products