

INBOUND MISSION

2019 KOREA CONSUMER ORIENTED INBOUND TRADE MISSION TO OR, HI

Monday, Jul 29 - Friday, Aug 2, 2019

Registration: Tuesday, May 14 - Tuesday, Jul 23, 2019 | 12:00 PM

📍 OR, HI | Korea, Republic of | East Asia

<https://www.wusata.org/e/OY2T8X6>

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 Consumer Oriented Inbound Mission to Oregon & Hawaii ~ July 29 - August 2, 2019

Korea remains the 5th largest export market for U.S. food and agricultural products. Their Free Trade Agreement with the U.S. makes top quality American products even more attractive to the country's importers and distributors. Korea is dependent on food imports due to its limited resources. The market demonstrates a growing popularity for safe, healthy, and high-quality foods.

This is a great opportunity to explore possibilities in the market and meet with pre-qualified buyers at an affordable cost.

The Oregon portion of this event will be held in conjunction with WUSATA's Taiwan Consumer Oriented Inbound Trade Mission (please also register to meet with these buyers).

Benefits of Participation:

- Showcase your products and learn about opportunities for your product in Korea
- Meet one-on-one with pre-qualified importers, distributors, and buyers
- Hear about consumer preferences and trend information
- Gather current market intelligence for your product
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape
- Develop or expand your product sales into Korea

Schedule:

July 29-30: Meetings, Portland area

August 1-2: Meeting, Honolulu area

Registration Deadline: July 23, 2019



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: healthy snacks, functional foods, fruits & vegetables (fresh and frozen), specialty foods, natural and organic, sauces and dressings, beverages, prepared foods, nuts, spices, and other related products.

INDUSTRY FOCUS

Food Service Products

Retail Products