

## OUTBOUND MISSION

# 2018 KOREA OUTBOUND TRADE MISSION TO SEOUL, KOREA

Monday, Nov 5 - Thursday, Nov 8, 2018

Registration: Tuesday, Jul 10 - Thursday, Aug 16, 2018

📍 Seoul, Korea | Korea, Republic of | Asia - (inactive)

<https://www.wusata.org/e/IJSL57P>

## EVENT DETAILS

This WUSATA Korea Outbound Mission will be implemented in conjunction with USDA Agribusiness Mission to Seoul, November 5-8, 2018. Collectively, the U.S. delegation will demonstrate a wide range of high-quality agricultural products in the Korea market to make this event more impactful than ever.

### 2018 Outbound Trade Mission to Seoul Korea ~ November 5 - 8, 2018

With a population of approximately 50 million, a high amount of expendable income, and a dynamic/modern Seoul metropolitan area, Korea remains the 5<sup>th</sup> 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. In addition, the well-traveled younger generation also seeks goods with convenience and an international flavor.

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 and be part of the synergistic WUSATA/USDA Trade Mission!

### Benefits of Participation:

- Meet one-on-one with pre-screened buyers and decision makers from Korea looking for high-quality U.S. products.
- Showcase and promote products to some of Korea's most influential buyers.
- Gain information about importer/buyer needs, and better understand Korean consumer preferences.
- Participate in market briefings, trade receptions, facility tours, and retail tours.

### Companies will be provided:

- Custom one-on-one appointments with prequalified buyers
- Interpreters
- Market briefings and retail tours
- Ground transportation will be arranged and paid by WUSATA for one company representative \*LIMIT: One representative per company - additional company delegates may participate at their own expense.

### Companies will provide their own:

- International airfare departing from and returning to US
- Designated hotel stay for 4 nights in Seoul, November 4-8
- Meals and incidentals
- By request with fee, sample shipment arrangement will be provided.

**Planning for the week's itinerary is now underway.  
Following is a draft schedule for planning purposes:**



## PRODUCT DESCRIPTION

**Suitable value-added products include, but are not limited to:** Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Sauces and Spices, Healthy foods, Specialty foods, and other Consumer Oriented Items

## INDUSTRY FOCUS

Retail Products

November 4 – WUSATA companies arrive in Seoul, Korea

November 5 – ATO market briefing and retail tours

November 6 – One-on-one meetings

November 7 – Business Meetings, Market Tours, and Networking Reception

November 8 – WUSATA companies depart for US

**Participation Fee:** \$250 per company

\*Please note: If you wish to bring more than one company representative, please contact the project managers for details, and to ensure space availability