VIRTUAL TRADE EVENT

2021 VIRTUAL MEETINGS: KOREA (FOOD SERVICE & CONSUMER ORIENTED)

Wednesday, Dec 1 - Thursday, Dec 2, 2021
Registration: Tuesday, Oct 5 - Thursday, Oct 21, 2021
Virtual Meetings | Korea, Republic of | East Asia

https://www.wusata.org/e/CM2UO6U

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 Meetings: Korea (Food Service & Consumer Oriented)

December 1 & 2, 2021

Korea is the 10th largest economy in the world and the 5th largest export market for U.S. agricultural products. Korea's food service sector was growing rapidly until the COVID-19 pandemic hit in early 2020, and since then the retail sector has made gains. As Korea looks to vaccinate most of its population by the end of 2021, and with hopes of returning to pre-pandemic life in 2022, we expect to see the food service and retail sectors balancing back out.

Now is an excellent time for established and new-to-market Food Service and Retail Suppliers to make connections with qualified Buyers eager to learn about the latest trends in the U.S. and to offer those products to the people of Korea. Each participating Western U.S. Supplier company will have virtual meetings with matched buyers over the course of two evenings in early December. Buyer profiles will be shared with all Participating Suppliers in advance of the event.

Shipping

Pre-event shipping instructions and reimbursement instructions will be provided in late October for shipping to begin in early November

Benefits of Participation:

- Meet with qualified buyers in Korea without having to travel
- Learn about current trends in the Korean Food Service and Retail markets through a virtual market briefing
- Qualify for up to $500 in reimbursement for sample shipments to interested Buyers before or after the One-on-One Meetings

Itinerary:

November 30, 2021: Market Briefing and Practice Session

December 1 & 2, 2021: Virtual Matchmaking Meetings

Participation Fee: $25.00

Registration Deadline: October 21, 2021

PRODUCT DESCRIPTION

Suitable Products: Foodservice and Consumer-oriented products including, but not limited to, Protein products, Processed Vegetables & Fruits, American famous brands, American Origin Food Ingredients & Sauce, Gourmet Foods, Nuts, Healthy/Natural Products, Bakeries & Desserts, Confectioneries & Snacks, Chocolates Home-Meal-Replacements, Ready-to-cook or Ready-to-eat products/ Meal-Kits, Non-Alcoholic Beverage & Juices

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Retail Products**