

## INBOUND MISSION

# 2019 KOREA INBOUND TRADE MISSION AT WESTERN FOODSERVICE & HOSPITALITY EXPO

Sunday, Aug 25 - Thursday, Aug 29, 2019

Registration: Tuesday, Jun 11 - Wednesday, Aug 21, 2019 | 12:00 PM

📍 CA | Korea, Republic of | East Asia

<https://www.wusata.org/e/P54XR6O>

## 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 Inbound to Western Foodservice & Hospitality Expo - August 25 - 29, 2019

Korea is the 5th largest U.S. export economy with \$6.6 billion in imports in 2015. According to the Seoul Agricultural Trade Office, Korea imported \$110 million worth of dried nuts from the U.S. in the first three months of 2015 alone. The U.S. remains Korea's top supplier of agricultural products, and continues to see solid export growth in the consumer oriented industry.

This event will be held in conjunction with WUSATA's Middle East Consumer Inbound Trade Mission (please also register to meet with these buyers). Up to 10 buyers from Korea and the Middle East will travel to California to meet with WUSATA companies. Event participants will have the opportunity to join our one-on-one business meetings to speak directly with Korean buyers.

### Benefits of Participation:

- Connect with pre-qualified buyers representing Korea
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail/wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or reconnect personally with existing clients

### Itinerary:

August 25: Los Angeles, CA - Western Food Service & Hospitality Expo

August 26: Los Angeles, CA - One-on-One Meetings & Expo

August 27: Los Angeles, CA - One-on-One Meetings & Expo

August 28: Sacramento, CA - One-on-One Meetings

August 29: San Francisco, CA - One-on-One Meetings

**Registration Deadline:** August 16, 2019



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Foodservice, food & beverages, specialty foods, desserts, sweets, confectionery, healthy foods

## INDUSTRY FOCUS

Food Service Products

Natural/Health