

OUTBOUND MISSION

2015 KOREA: OUTBOUND TRADE MISSION TO SEOUL, KOREA

Thursday, Nov 19 - Saturday, Nov 21, 2015
Registration: Tuesday, May 5 - Thursday, Aug 27, 2015
Seoul, Korea | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

Outbound Trade Mission to Seoul, Korea: Seoul, Korea | November 19-21, 2015

Draft Itinerary: • November 19: Arrive in Seoul, Market/Retail Tours, Group Dinner • November 20: One-on-One Buyer Meetings, Networking Trade Reception • November 21: Follow-up Meetings, Food Week Korea Trade Show • November 22: Depart for United States

Benefits from participating in the activity include: • Meet with high quality food buyers representing the major food and retail establishments in Korea • Highlight your products at targeted one-on-one meetings and learn the opportunities and challenges of the Korea marketplace • Walk the floor at one of Korea's largest food trade shows • Maximize your success by also registering for WUSATA's Outbound Trade Mission to Northern China: November 15-18 (see registration detail link below)

This event is a great opportunity for new to market companies, and those wanting to expand their reach. South Korea is the fifth largest market for U.S. food and agricultural products, and the country is dependent on food imports due to its limited resources. Korea has seen a growing popularity for safe, healthy, and high quality foods, plus their well-traveled, younger generation also seeks goods with convenience and an international flavor. This puts U.S. agribusinesses in an advantageous position to grow their market shares.

With a population of approximately 50 million, a high amount of expendable income, and a dynamic/modern Seoul Metropolitan area, Korea represents exporting opportunity. Don't miss this excellent opportunity to connect with new buyers in South Korea!

WUSATA will provide: • Custom one-on-one meetings with pre-qualified buyers • Entrance badge for the "Food Week Korea" trade show • Individual interpreter for each company during buyer meetings & trade show, as needed • Hotel accommodations for one company representative • Ground transportation for official meetings and events • Market briefings and market tours

Participant companies will provide their own: • International airfare in and out of Seoul, Korea • Meals and incidental expenses • Product samples shipping costs



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website.

- **Suitable products include, but are not limited to:** Meat, seafood, dairy products, fresh and frozen fruits & vegetables, processed foods, confections, nuts, beverages, baking ingredients, cereals, sauces & spices, and other foodservice/retail products.

INDUSTRY FOCUS

Natural/Health

Retail Products