

INBOUND MISSION

2015 KOREA: CONSUMER-ORIENTED INBOUND TRADE MISSION - FALL

Monday, Oct 5 - Friday, Oct 9, 2015

Registration: Monday, Jun 8 - Friday, Sep 25, 2015

📍 California, Idaho | 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:

Korea Consumer-Oriented Inbound Trade Mission:

- October 5, 2015 in Los Angeles, CA
- October 6-7, 2015 in San Francisco, CA
- October 8-9, 2015 in Boise, ID

Benefits from participating in the activity include:

- Meet one-on-one with high-quality food buyers from major food and retail establishments
- Feature your products and learn about buyer preferences, and market demands
- Take advantage of the Korea Free Trade Agreement and expand your foreign market sales

This will be an excellent opportunity for companies to participate in the growing Korea market. South Korea is the United States' fifth largest market, and agricultural exports to the country reached a record \$6.8 billion in fiscal year 2014 - up 36% from the previous year. The U.S. remains Korea's top supplier of food and agricultural products, and continues to see solid export growth in the market's consumer-oriented product segment. Recent changes in Korea's lifestyle and dietary culture, coupled with consumer income levels have also stimulated rapid growth of the food service and retail sectors. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of food quality and safety.

Don't miss this excellent opportunity to reach new buyers from Korea!

Meeting times are offered on a first-come, first-served basis. WUSATA encourages companies to register early for this mission.



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:** Consumer-ready products, food service products, dairy products (bulk/retail), snack foods, meats, health & natural foods, produce (both fresh and processed), processed foods, specialty foods, confections, beverages, nuts, and more.

INDUSTRY FOCUS

Food Service Products

Natural/Health

Produce

Retail Products