

OUTBOUND MISSION

2016 OUTBOUND TRADE MISSION TO KOREA

Monday, Nov 14 - Friday, Nov 18, 2016
Registration: Tuesday, Aug 23 - Friday, Oct 7, 2016
Seoul, Korea | Korea, Republic of | 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:

2016 Outbound Trade Mission to Korea: November 14-18, 2016

Korea remained the fifth largest market for U.S. food and agriculture products in 2014, with sales rising 36% to US\$6.8 billion. Consumer-oriented products grew 22%, to US\$3.5 billion, with a significant increase in beef, pork, dairy, processed fruit and tree nut products, mainly benefited by the Korea-US Free Trade Agreement (KORUS FTA).

With GDP of US\$1.4 trillion, and 3.5% growth rate, Korea was the 13th highest world economy in 2014. Although Korea's population of just over 49 million is aging, the economy continues to grow at a steady pace. Korea continues to be an important trade partner for U.S. agriculture, with limited production area, and a strong interest in safe, healthy, and high quality foods. **New to market companies, and companies with a focus on healthy/organic products are highly encouraged to attend.**

Benefits of Participation:

- Customized individual meetings with pre-selected Korea buyers
- Learn about opportunities and challenges in the Korea market from senior U.S. Embassy leaders
- Visit Korean business facilities and markets
- Showcase and promote your products to some of Korea's most influential buyers

WUSATA will furnish:

- Customized one-on-one buyer meetings
- Individual interpreter for each company for buyer meetings and mission activities
- Ground transportation to and from mission activities
- Four nights lodging for one company representative*

Participants are responsible for:

- Travel to and from Seoul, Korea - Please arrive by the evening of November 14, and depart no sooner than November 18
- Meals and incidental expenses
- Shipping of product samples - Korean buyers expect to see and taste your products, so please bring an adequate amount of samples

Tentative Itinerary:

Monday, November 14: Arrive in Korea

Tuesday, November 15: ATO Briefing, Retail and market tours, Welcome dinner

Wednesday, November 16: One-on-one business meetings, Networking



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Healthy/Organic products, Meat, Seafood, Dairy, Non-alcoholic beverages, Fresh or processed fruits & vegetables, Confections, Nuts, Baking Ingredients, Cereals, Snacks, Sauces and Spices

INDUSTRY FOCUS

Natural/Health	Organic	Produce	Retail Products
Seafood			

reception

Thursday, November 17: Visit Korean companies, Continue One-on-One meetings off-site

Friday, November 18: Follow-up meetings on own and/or Fly back to U.S.

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