

## OUTBOUND MISSION

# 2017 KOREA FOODSERVICE & INGREDIENT OUTBOUND TRADE MISSION

Wednesday, Oct 25 - Friday, Oct 27, 2017

Registration: Thursday, May 4 - Friday, Sep 1, 2017

📍 Seoul, Korea | Korea, Republic of | Asia - (inactive)

<https://www.wusata.org/e/920Z7TT>



## EVENT DETAILS

Don't miss this Outbound Trade Mission to Seoul, Korea, sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

### Korea Outbound Trade Mission ~ October 25 - 27, 2017

Korea remains the 5th largest market for U.S. food and agriculture products, with sales reaching \$6.8 billion USD. Consumer oriented products such as beef, pork, dairy, processed fruit and tree nut products grew 22% directly from U.S. exports, with sales equaling \$3.5 billion USD. Korea's economy is growing at a steady rate and they continue to be an important trading partner for the U.S.

Korea's Free Trade Agreement with the U.S. makes top quality American products even more attractive to the country's importers and distributors. The mission leverages Food Week Korea, one of the largest and most targeted food shows for US retail and food service products. The delegation will walk the show, and meet with a wide range of buyers including supermarkets, department stores, convenience stores, food services, online/offline distributors, and trading companies. This is a trade mission you do not want to miss!

### Benefits of Participation:

- Meet one-on-one with pre-screened buyers and decision makers from Korea looking for high-quality U.S. products
- Showcase and promote your products to some of Korea's most influential buyers
- Gain information about importer/buyer needs, and better understand Korean consumer preferences
- Participate in market briefings, trade receptions, facility tours, and retail tours
- Walk Food Week Korea

### Draft Itinerary:

- October 24: Arrival in Seoul
- October 25: Country-market briefing and updates with USDA Agricultural Trade Office, retail store tours, group dinner (at own cost)
- October 26: One-on-one business meetings and networking reception
- October 27: One-on-one business meetings, walk the show at Food Week Korea
- October 28: Depart for USA, or additional meetings on your own

### WUSATA will provide:

- Custom one-on-one meetings with pre-qualified buyers
- Individual interpreter for each company for buyer meetings, as needed
- Four nights lodging for one company representative\*
- Ground transportation to and from mission activities
- Market briefings and market tours

## PRODUCT DESCRIPTION

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

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

### INDUSTRY FOCUS

Food Service Products	Ingredient	Produce	Retail
Products	Seafood		

- Show pass to Food Week Korea

### **Participating companies are responsible for:**

- International airfare to and from Seoul, Korea
- Meals and incidental expenses
- Product samples shipping costs - Korean buyers expect to see and taste your products, so please bring an adequate supply of samples
- Ground transportation to and from the airport

### **Participation Fee: \$250** per company

\*Limit one representative per company – additional company delegates may participate at their own expense.

Apply now to WUSATA's 2017 FundMatch or update your marketing plan if you are already a participant to offset half of some of your expenses. Eligible costs can include travel for two company representatives (including flight, hotel, meals and incidentals), point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need to do before, during and after your mission to be successful in submitting a claim.

**Industry Focus:** Retail, packaged goods, food service products, ingredient, produce, seafood.