INBOUND MISSION

2024 KOREA DRIED FRUIT AND NUT INBOUND MISSION

Monday, Nov 11 - Friday, Nov 15, 2024
Registration: Wednesday, Sep 18 - Friday, Nov 8, 2024
Califorina, Arizona, New Mexico | Korea, Republic of | East Asia

https://www.wusata.org/e/L6U7NKN

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Korea Dried Fruit and Nut Inbound Mission

California and New Mexico

November 11-15, 2024

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from South Korea. This activity is being held in conjunction with the European Dried Fruit and Nut Inbound Buyers Mission, please sign up for both activities.

Itinerary:

Monday, November 11: AM Site Visits in Fresno, CA / PM B2B Meetings in Fresno, CA

Tuesday, November 12: PM B2B Meetings in Sacramento, CA

Wednesday, November 13: AM Site Visits in Sacramento, CA /PM travel to Las Cruces, NM

Thursday, November 14: Site Visits around Las Cruces, NM

Friday, November 15: Site Visits around Las Cruces, NM

Benefits of Participation:

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

Participation Fee: $50

Registration Deadline: October 25, 2024

PRODUCT DESCRIPTION

Dried Fruit and Tree Nuts

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Korea, Republic of