

## 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

📍 California, 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