TRADE SHOW

2023 WUSATA PAVILION AT SEOUL FOOD & HOTEL

Tuesday, May 30 - Friday, Jun 2, 2023
Registration: Monday, Feb 13 - Friday, Mar 24, 2023 | 10:00 AM
Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/X4TV4BA

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, in cooperation with the NW Wine Coalition, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 WUSATA Pavilion at Seoul Food & Hotel

May 30 - June 2, 2023

In its 41st event as the most significant food business-related trade, Seoul Food and Hotel is the largest international food and hospitality trade show in Korea, Seoul Food & Hotel is seen as an effective trading platform for the industry that delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view worldwide industry trends across various sectors. KOT

South Korea is the fifth largest market for US agricultural and food exports. In 2022, Korea imported a total of $50.15 billion in food products from overseas, and among others, $10.5 billion of US food products, including $6.7 billion of consumer-oriented products. And the US took a 21% market share in Korea as the largest food supply country, followed by China, Australia, Brazil, and Vietnam in 2022. Also, South Korea is a country that has consumers with purchasing power, as the 13th largest economy in the world.

Among other US regions, the Western United States region has a geographical advantage, closer than other US regions, to export products to South Korea. Also, American brands have good reputations in Korea with better qualities and product diversity.

Event Location: Goyang City, South Korea

Participation/Booth Fee:

- 4 sqm Corner Kiosk – $3173
- 4 sqm In-line Kiosk – $2673

Benefits of Participation:

- Opportunities to meet with qualified importers, distributors, and retailers in Korea and discover future business opportunities in the market.
- WUSATA companies who travel to Korea will have the chance to attend the educational sections, including the FAS Seoul's Market briefing and retail store visits to major Korean retail chains.
- Participating WUSATA companies will also receive an individual 4 sqm kiosk, interpretation service, business meeting spaces, and other services for the trade show.

Itinerary:

- May 28 – Travel to Korea
- May 29 – Set up
- May 30 – June 2 Tradeshow/B2B meetings

PRODUCT DESCRIPTION

Consumer-oriented products, Non-alcoholic beverages, Dairies, processed fruits & vegetable, Tree nuts

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient**

BUYER AUDIENCE

Worldwide

- June 3 – Travel Home

Registration Deadline: Friday March 24, 2023

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2023 FundMatch or update your marketing plan if you are already a participant to offset half of some of your Seoul Food & Hotel expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the 2023 FundMatch manual to go over these eligible expenses and what you need to do before, during and after Seoul Food & Hotel to be successful in submitting a claim.

Log into your MyWUSATA account now to start the process or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.