INBOUND MISSION

2023 KOREA DRIED FRUIT AND NUT INBOUND TRADE MISSION TO CA/NM

Monday, Nov 6 - Saturday, Nov 11, 2023
Registration: Tuesday, Sep 19 - Friday, Oct 27, 2023
CA/NM | Korea, Republic of | East Asia

https://www.wusata.org/e/X3Q5A1V

EVENT DETAILS

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

Korea Dried Fruit and Nut Inbound Trade Mission

November 6 - 10, 2023

South Korea's growing middle-class population is consistently searching for ready-to-eat and ready-to-cook products. The population is highly urbanized at 81%, and consumers are relatively health-conscious. This market represents ideal trade opportunities for companies with shelf-stable products.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Korea.

This activity is being held in conjunction with Taiwan Dried Fruit and Nut Inbound Buyers Mission, please sign up for both activities.

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Taiwan
- Evaluate how your product fit into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Itinerary:

Monday - B2B Meetings in Fresno
Tuesday - B2B Meetings in Sacramento
Wednesday - Site Visits near Phoenix
Thursday - Site Visits near Las Cruces
Friday - Site Visits near Las Cruces

Participation Fee: $25.00

Registration Deadline: October 27, 2023

For any information please reach out to the Project Managers:

Lucas Farrar (CA) - lucas.farrar@cdfa.ca.gov
Heather Flowers (AZ) - hflowers@azda.gov
Juan Sanchez (NM) - jsanchez@nmda.nmsu.edu

PRODUCT DESCRIPTION

Dried Fruits, Nuts

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Korea, Republic of