

## 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](mailto:lucas.farrar@cdfa.ca.gov)  
Heather Flowers (AZ) - [hflowers@azda.gov](mailto:hflowers@azda.gov)  
Juan Sanchez (NM) - [jsanchez@nmda.nmsu.edu](mailto:jsanchez@nmda.nmsu.edu)



## PRODUCT DESCRIPTION

Dried Fruits, Nuts

### INDUSTRY FOCUS

Ingredient

### BUYER AUDIENCE

Korea, Republic of