

VIRTUAL TRADE EVENT

VIRTUAL BUYERS MEETING: KOREA

Tuesday, Oct 20 - Wednesday, Oct 21, 2020
Registration: Tuesday, Aug 25 - Friday, Sep 4, 2020 | 12:00 PM
CA, WA

<https://wusata2.avibe-stag.com/e/I9LKTIO>

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Virtual Buyers Meeting: Korea ~ October 20 -21, 2020

WUSATA's Virtual Buyers Meeting: Korea will provide companies the opportunity to meet one-on-one with Korean Buyers interested in your company's products. WUSATA has secured the participation of 7 Korean buyers in this activity. Unlike a traditional in-bound mission, WUSATA will coordinate with our in-market representative to pre-screen registered companies for virtual meetings with participating buyers. This will include reviewing company profiles, product details and presenting company information to potential buyers prior to scheduling virtual meetings – allowing for more effective matchmaking between buyers and suppliers. As a result, WUSATA companies are not guaranteed one-on-one meetings. Once pre-screening takes place, registered WUSATA companies will be notified of individual business meeting(s) secured. The number of meetings, if secured, could range from 1-7.

Upon registration, companies will be contacted by a project manager to arrange a pre-screening call with WUSATA's in-country representative.

Activity project managers will work with companies and WUSATA's in-market representative to facilitate shipment of product samples for presentation during the virtual meetings.

Benefits of Participation:

- Have your products reviewed and introduced to buyers in the Korean Market.
- Opportunity for one-on-one virtual meetings with buyers interested in your company's products.

Schedule:

- Registration Deadline (Sept 4)
- Pre-Screening Calls (Registration to Sept 11)
- Meeting Notifications/Confirmations Provided (Sept 14-15)
- Sample Shipment Deadline (Sept 25)

Scheduled meetings will occur on Tuesday/Wednesday – October 20 and 21, 2020. Meetings will be at 25 minutes intervals and scheduled from 4:00 p.m. to 8:00 p.m. (PST). Depending on the number of buyer meetings secured, WUSATA will work to have all of your company meetings occur on the same day.

Samples: WUSATA companies confirmed for one or more buyer meetings will need to ship product samples as part of this activity.



PRODUCT DESCRIPTION

Suitable products per buyer group*:

*Companies that do not have products within the indicated categories will most likely not have secured meetings.

GS Retail Co., LTD.

- Beverages: soda, organic beverages and protein beverages
- Fresh Cherries
- Cereals
- Wheat & Grain Products
- Confectionaries: chocolates and confectionaries
- Bakery Products
- Healthy & Natural Foods
- Snack Foods
- Frozen Desserts/Bakery
- National ice cream brands and popsicles
- Snack Foods (ex: cheese snacks, vegan/organic chips)
- Plant Based Beverages: almond milk and other alternative plant-based beverage (dairy)

Hyundai Green Food Co., LTD.

- Fresh Cherries
- Canned Fruits
- Frozen Vegetables
- Fruit or Vegetable Purees, Extracts
- Processed Meat Products
- Dairy Ingredients
- Eggs & Egg Products
- Coffee
- Cereals
- Confectionaries
- Oils
- Healthy & Natural Foods
- Certified Organic Foods
- Snack Foods
- Specialty Foods
- Walnuts (shelled/bulk)

LOTTE MART

- Table Grapes

Shipments details will be provided to confirmed companies and products must be received by a specified date. If samples are not received, company meetings will be cancelled.

Registration Deadline: September 4, 2020

- Cherries
- Frozen Fruit
- Dried Fruit & Freeze dried: cherries, prunes, raisins, cranberries, blueberries
- Cheese
- Healthy & Natural Foods
- Snack Foods
- Nuts (shelled/bulk): hazelnuts, pecans, almonds, walnuts, and pistachio
- Fruit/Vegetable Snacks
- Fair trade certified food

TDF Korea

- Canned Vegetables
- Cheese
- Cereals
- Confectionaries
- Oils
- Spices and Seasonings
- Sauces (manufactures with retail products)
- Healthy and Natural Foods
- Snack Foods

YEKWANG INTERNATIONAL CO., LTD

- Beverages Mixes
- Tea
- Confectionaries
- Spices and Seasonings
- Condiments
- Sauces
- Healthy & Natural Foods
- Certified Organic Foods
- Nuts (retail): hazelnuts, pecans, almonds, walnuts, and pistachio

Jangsung Global

- Raisins
- Coffee
- Wine
- Beer
- Confectionaries
- Spices and Seasonings
- Jams
- Sauces
- Healthy & Natural Foods
- Certified Organic Foods
- Appertizers/Frozen Meals
- Snack Foods
- Specialty Foods
- Nuts: Hazelnuts and Pecans

Concord Commercial Corporation

- Dairy products and protein powders for health supplement, food ingredients, food additives, functional/dietetic milk proteins, etc.
- Onions
- Frozen Vegetables
- Dairy Ingredients
- Cheese
- Coffee
- Spices and Seasonings
- Other Fruit (blood oranges)

- Food products which emphasize health benefits

INDUSTRY FOCUS

Food Service Products

Ingredient

Natural/Health

Organic

Retail Products