

OUTBOUND MISSION

2014 KOREA: OUTBOUND MISSION TO SOUTH KOREA

Sunday, Nov 16 - Friday, Nov 21, 2014
Registration: Tuesday, Jul 1 - Saturday, Sep 13, 2014
Seoul, South Korea

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Outbound Mission to Seoul, South Korea: November 16 - 21, 2014** This is a great opportunity for new to market companies* to explore the South Korea market, and for companies already exporting to Korea, to further expand their reach. With a population of approximately 50 million, high expendable income, a dynamic and modern Seoul Metropolitan area, more women in the workforce, and a well-traveled younger generation seeking goods with an international flavor, Korea represents a huge food market, offering a tremendous business opportunity to U.S. food exporters. South Korea is the fifth largest market for American food and agricultural products and the country is dependent on food imports. The outlook for U.S. exports remains strong and implementation of the Korean-U.S. Free Trade Agreement is expected to generate even greater opportunities for U.S. exporters. Don't miss this excellent chance to reach new buyers in South Korea! **Benefits from participating in the activity:** - Meet one-on-one with hotel, restaurant, institutional (HRI) and/or consumer oriented product buyers serving Seoul and the larger Korean market - Showcase products at custom meetings, and a targeted trade reception - Learn first hand about the opportunities and demands of the Korea market **Companies will be provided:** -Custom one-on-one appointments with prequalified buyers -Interpreters -Market briefings and market tours -Hotel and ground transportation will be arranged and paid by WUSATA for one company representative *LIMIT: One representative per company – additional company delegates may participate at their own expense. Please contact WUSATA directly at 360-693-3373 to add more participants. Planning for the week's itinerary is now underway. Following is a draft schedule for planning purposes: Nov 16: Depart the U.S. for Seoul, South Korea Nov 17: Arrive in Seoul Nov 18: Country market briefing with USDA, market/facility tours Nov 19: One-on-one meetings with buyers, trade reception Nov 20: Follow-up meetings at Korea company offices or hotel Nov 21: Depart for USA (or continue meeting at own arrangement) ***New to market companies must be export ready.**



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website. Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, and other Foodservice/Consumer Oriented Items.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Produce
Retail Products	Seafood		