

INBOUND MISSION

2014 KOREA: CONSUMER-ORIENTED INBOUND MISSION - NOVEMBER

Monday, Nov 3 - Friday, Nov 7, 2014
Registration: Wednesday, May 21 - Thursday, Oct 23, 2014
California, Washington | United States of America

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: **Korea Consumer-Oriented Inbound Mission** Seattle, WA: November 3 San Francisco, CA: November 4-5 Los Angeles, CA: November 6-7

Benefits from participating in the activity include: - Meet one-on-one with pre-qualified buyers, importers, and distributors from Korea - Showcase your products and gain insight into buyers' needs and preferences - Expand your foreign market sales to Korea

Now is a great time to take advantage of the growing opportunities from the Korean Free Trade Agreement (KFTA). The U.S. remains Korea's top supplier of food and agricultural products, and Korea is the fifth largest export destination for the U.S. The Seoul Agricultural Trade Office (ATO) reports that Korea's imports of agricultural and food products are forecast to be \$31 billion at the finalization of 2013 reports; up 1.7% from the previous year. The U.S. continues to see solid export growth in the consumer-oriented product segment of the market, and as a result is expected to remain the leading agricultural supplier to Korea, with over 20% market share. Changes in lifestyle and dietary culture, coupled with an increased consumer income level, have stimulated a rapid growth of the food service and retail sectors in Korea. In addition, consumers are seeking more international tastes while becoming more concerned about the quality and safety of foods. A delegation of importers and retail buyers from Korea will travel to Washington and California for meetings and facility tours. Companies are encouraged to take advantage of this opportunity to network and establish contacts with key buyers from the region. Meeting times are limited and are offered on a first-come, first served basis. WUSATA encourages companies to register early. Participating companies are encouraged to be export-ready, bring samples and product lists, and be prepared to discuss pricing.

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: Health-Oriented, Natural & Specialty Products, Dairy (Including Cheeses), Peas & Beans, Olive Oil, Palm Oil, Fruits & Nuts, Snacks, Tea, Chocolate, Baked Goods, Jams & Jellies, Soups & Broths

INDUSTRY FOCUS

Food Service Products

Natural/Health

Retail Products

