

## INBOUND MISSION

# 2015 KOREA: CONSUMER-ORIENTED INBOUND TRADE MISSION - SUMMER

Monday, Jul 13 - Thursday, Jul 16, 2015  
Registration: Monday, Mar 30 - Thursday, Jul 2, 2015  
Washington, Hawaii | 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 Trade Mission - Summer

Seattle, WA: July 13 Honolulu, HI: July 15-16

#### Benefits from participating in the activity include:

- Meet one-on-one with consumer oriented buyers and learn about Korea buyer's needs/preferences
- Feature products and learn about opportunities and demands of the Market
- Take advantage of the Korea Free Trade Agreement to expand your foreign market sales

South Korea is the United States' fifth largest market and agricultural exports to South Korea reached a record \$6.8 billion in fiscal year 2014, up 36% from the previous year. The U.S. remains Korea's top supplier of food and agricultural products, and continues to see solid export growth in the market's consumer-oriented product segment. Recent changes in Korea's lifestyle and dietary culture, coupled with consumer income levels have stimulated rapid growth of the food service and retail sectors. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of food quality and safety.

Meeting times are limited and are offered on a first-come, first-served basis. WUSATA encourages companies to register early.

## 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: Sauces, Snacks, Canned Vegetables, Oils, Fruit & Nuts, Chocolate, Jams & Jellies, Coffee, Health & Natural Foods, Natural & Specialty Products and more.

### INDUSTRY FOCUS

Food Service Products

Natural/Health

Retail Products

