

OUTBOUND MISSION

2013 KOREA: OUTBOUND MISSION TO SOUTH KOREA

Sunday, Sep 29 - Wednesday, Oct 2, 2013
Registration: Thursday, May 9 - Friday, Jun 21, 2013
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 South Korea: Seoul, South Korea: Sept 29 - Oct 2, 2013** 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 a targeted trade reception
- Learn about the opportunities and demands of the Korea market first hand
- **Opportunity to maximize travel expenses by participating in the WUSATA Trade Mission to Osaka, Japan (October 2 - 5, 2013)** For more information about this option, please visit the below "Download More Information" area for the registration link.

This is a great opportunity for new to market companies to explore the South Korea market, and for companies 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! Companies will be provided: -Custom one-on-one appointments with prequalified buyers -Interpreters -Hotel and ground transportation will be arranged and paid by WUSATA for one company representative
*LIMIT: One person per company, additional staff welcome at own expense -Market briefings and market tours Planning for the week's itinerary is now underway. Following is a draft schedule for scheduling purposes: Day 1: Arrive in Seoul Day 2: Country market briefing with USDA, market/facility tours Day 3: One on One meetings with buyers, trade reception Day 4: Depart Korea (option to continue on with the Western Japan-Osaka Trade Mission)

IMPORTANT NOTE: This registration is for the Korea portion only. WUSATA encourages your company to also participate in the Trade Mission to Osaka, Japan (October 2 - 5, 2013). Separate registration is required. Please visit the below "Download More Information" area for registration links to the Trade Mission to Osaka, Japan. *New to the 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 and Frozen Fruits & Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, Other Foodservice/Consumer Oriented Items

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Produce
Retail Products	Seafood		