

INBOUND MISSION

2013 KOREA: FOODSERVICE INBOUND MISSION - JULY 2013

Tuesday, Jul 23 - Friday, Jul 26, 2013
Registration: Monday, Apr 1 - Wednesday, Jun 19, 2013
Idaho, Oregon | 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 Foodservice Inbound Mission to: IDAHO, July 23-24 and OREGON, July 25-26** This will be an excellent opportunity for companies to participate in the Korean market. Companies will have the opportunity to network and establish contacts with key buyers and take advantage of the growing opportunity within the growing Korean market as a result of KORUS. KORUS was implemented on March 15th, 2011. At that time, more than two-thirds of all agricultural products became duty free immediately. The tariffs on the remaining agricultural products will be phased out over approximately 15 years. A delegation of foodservice importers/distributors will travel to Idaho and Oregon for meetings and facility tours. The delegation will be comprised of importers/distributors buying for leading restaurants, hotel chains, retail grocery stores, and other foodservice venues in Korea. Benefits from participating in the activity include:

- Meet one-on-one with pre-screened food buyers from Korea looking for high-quality U.S. products
- Showcase your products and discuss how they can fit into the purchasing plans for these companies
- Take advantage of the Korea Free Trade Agreement
- Gain information about importer/buyer needs and preferences



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: Frozen fruits and vegetables, fresh fruits, dairy products, meat and dairy products, wine and spirits, specialty foods, healthy and natural foods, bakery products and other foodservice products.

INDUSTRY FOCUS

Food Service Products

Produce

Retail Products