

INBOUND MISSION

2013 KOREA: RETAIL INBOUND MISSION - MAY 2013

Monday, May 20 - Friday, May 24, 2013
Registration: Tuesday, Apr 2 - Friday, May 10, 2013
California, Hawaii, 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 Retail Inbound Mission to: HONOLULU - May 20, SAN FRANCISCO - May 22 & 23, and SEATTLE - May 24** As a result of the recently ratified Korean Free Trade Agreement, this is a great time to take advantage of the growing opportunity within the Korean market. Changes in lifestyle and dietary culture, coupled with 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 retail buyers will travel to Honolulu, HI, San Francisco, CA, and Seattle, WA for meetings and facility tours. The delegation will be comprised of importers/distributors buying for leading retail stores 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: Sauces, Snacks, Canned Vegetables, Dried Fruits & Nuts, Wine & Beverages, Healthy & Natural Foods, Ready to Cook Meals, Dairy products, Coffee, Potatoes (frozen, dehydrated)

INDUSTRY FOCUS

Natural/Health

Retail Products