

INBOUND MISSION

2014 KOREA: CONSUMER ORIENTED INBOUND MISSION - JUNE

Monday, Jun 9 - Friday, Jun 13, 2014
Registration: Tuesday, Apr 1 - Monday, May 26, 2014
Hawaii and 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 Consumer Oriented Inbound Mission to: HONOLULU - June 9-10, and PORTLAND - June 12-13** This is a great time to take advantage of the growing opportunity within the Korea market, and Korea's Free Trade Agreement. South Korea is the fifth largest export market for American agriculture. 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, and 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, and Portland, OR for meetings and facility tours. Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing. 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

Food Service Products	Natural/Health	Organic	Retail
Products	Seafood		