

INBOUND MISSION

2017 KOREA CONSUMER ORIENTED INBOUND MISSION TO OR, HI

Monday, Jul 24 - Friday, Jul 28, 2017
Registration: Wednesday, Apr 12 - Monday, Jul 10, 2017
Portland, OR & Honolulu, HI

EVENT DETAILS

Tap into Korea's large and growing consumer-oriented products' market by participating in this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Korea Consumer Oriented Inbound Mission to Oregon and Hawaii ~ July 24 - 28, 2017

With U.S. agricultural exports topping \$7 billion in 2015, Korea is the fifth largest market for the U.S. Recent changes in lifestyle and dietary culture have stimulated rapid growth of the food service and retail sectors in Korea, so now is a great time to take advantage of Korea's free trade agreement to enter or expand your exports into the market.

Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

July 24 & 25, Monday and Tuesday, Portland, OR - One-on-one meetings

July 26, Wednesday, Delegation departs Portland, OR to Honolulu, HI

July 27 & 28, Thursday & Friday, Honolulu, HI - One-on-one meetings

Participation Fee: \$15 per company



PRODUCT DESCRIPTION

Suitable Products Include:

Sauces, snacks, canned vegetables, oils, fruits and nuts, chocolate, jams and jellies, coffee, tea, health and natural foods, specialty foods, value-added products, and consumer-oriented retail products.

INDUSTRY FOCUS

Ingredient

Retail Products