OUTBOUND MISSION

2024 OUTBOUND TRADE MISSION TO SOUTH KOREA

Wednesday, Oct 16 - Friday, Oct 18, 2024
Registration: Friday, Jul 26 - Friday, Aug 23, 2024
Seoul, South Korea | Korea, Republic of | East Asia

https://wusata.avibe-stag.com/e/R1BAJEI

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Outbound Trade Mission to South Korea
Seoul, South Korea

October 16-18, 2024

South Korea ranks as the world's 10th largest economy and the 4th largest in Asia, with over half of its 52 million residents residing in the Seoul metropolitan area. Domestic production meets just under half of the country's food demand, necessitating imports to fulfill the remainder. The United States stands as Korea’s primary supplier of agricultural imports, recognized by Korean consumers and traders for safe, high-quality food and beverage products. Robust business and social ties between the two nations enhance consumer interest and awareness of new U.S. offerings and trends. Western U.S. suppliers are strategically positioned to capitalize on this demand due to proximity, efficient logistics, and their diverse range of high-quality products.

The focal point of this mission centers on personalized, face-to-face and one-on-one business matchmaking meetings between Western U.S. food and beverage suppliers and Korean importers, distributors, and purchasing managers. These meetings aim to establish and expand business relationships, ultimately boosting sales of Western U.S. food and beverage products. Additionally, USDA FAS will provide a market briefing updating participants on market conditions, trends, and business opportunities in the food and beverage sector. Further networking opportunities will be available during a business reception.

The third day of the mission is optional, offering participants a market tour and site visits showcasing local retail trends and business practices, with potential facility tours. Alternatively, participants may arrange their own meetings. This mission aims to enhance participants' understanding of the Korean market and distribution channels, deepen their knowledge of local practices in the food and beverage sector, and foster connections with potential business partners.

WUSATA will manage meeting arrangements, provide ground transportation, and cover up to 3 nights of lodging at the designated mission hotel for one representative per registered company. Some meals may be included. Other expenses including flights, additional meals, incidentals, and samples will be the responsibility of participants.

PRODUCT DESCRIPTION

Consumer Oriented (snack foods, specialty beverages, ingredients, dairy, organic/healthy/natural, pet products).

Shelf-stable products or frozen/chilled items with a remaining shelf life of over 6 months after reaching Korea: Frozen or dried fruits and vegetables; Nuts; Dairy (cheeses, butter, dairy ingredients); Beverage mixes; Specialty foods; Proteins including meat, poultry, fish and seafoods.

(Highly perishable items, such as fresh produce, are not suitable for this mission)

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Korea, Republic of

Benefits of Participation:

- Meet one-on-one, in person, with qualified, pre-vetted buyers, targeted to the goals of your company
- Get the latest market information from USDA's Seoul Agricultural Trade Office
- Optional site visits and market tours
- Suitable for new-to-export, new-to-market, or experienced exporters

Itinerary:

Tuesday, October 15, 2024:

- Arrive in Seoul, South Korea

- Stay at mission hotel

Wednesday, October 16, 2024

- Market briefing

- B2B matchmaking meetings

- Stay at mission hotel

Thursday, October 17, 2024

- B2B matchmaking meetings

- Evening networking reception

- Stay at mission hotel

Friday, October 18, 2024 - OPTIONAL PROGRAM DAY

- Retail visits/company site visits (optional)

- Additional meetings coordinated on own (optional)

- Travel home or stay overnight on own

Registration Deadline: August 23rd, 2024

Passes: 10 total

Cost of Participation: $500/company