OUTBOUND MISSION

KOREA OUTBOUND TRADE MISSION TO SEOUL

Monday, Nov 16 - Friday, Nov 20, 2026
Registration: Friday, Aug 7 - Sunday, Aug 30, 2026 | 1:00 PM
South Korea | Korea, Republic of | East Asia

https://wusata.avibe-stag.com/e/1PEFXP5

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in 2026 Korea Outbound Trade Mission.

Korea Outbound Trade Mission

Seoul, Korea

November 16-20, 2026

With a population of approximately 52 million, a high amount of expendable income, and a dynamic/modern Seoul metropolitan area, Korea remains the 5th largest export market for U.S. food and agricultural products in 2023. Korea is dependent on food imports due to its limited resources. The market demonstrates a growing popularity for safe, healthy, and high-quality foods. In addition, the well-traveled younger generation also seeks goods with convenience and an international flavor. This mission will visit Seoul, the largest city in Korea, to engage in business-to-business meetings with potential importers, processors, and distributors, fostering direct relationships and understanding market needs. This is a great opportunity for both new to market companies, and those wanting to expand their reach. Don't miss this excellent opportunity to connect with new buyers in Korea!

Benefits from participating in the activity:

- Meet one-on-one with pre-screened buyers seeking high-quality U.S. products
- Learn about importer needs and Korean consumer preferences
- Participate in market briefings, facility tours, and retail tours.

Companies will be provided:

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters as needed during meetings
- Market briefings by USDA/FAS and market tours
- Up to four nights lodging will be provided at mission hotel for one representative per registered company – additional company delegates may participate upon approval, at their own expense.

Companies will provide their own:

- International airfare
- Meals and incidentals

Arrangements for product samples. By request with fee, sample shipment arrangement will be provided. Please contact Project Managers for more information.

Planning for the week's itinerary is now underway.

PRODUCT DESCRIPTION

Food and beverage products for retail and food service markets in Korea. This is an especially good opportunity to introduce new products to the market.

Product Description: Suitable products include, but are not limited to: Coffee, Tea, Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, Healthy foods, Specialty foods, and other Consumer Oriented Items.

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Organic | Produce | Retail Products | Seafood | Specialty Beverage

BUYER AUDIENCE

Korea, Republic of

Following is an outlined schedule for planning purposes:

- **November 16, Mon**
  - Delegates arrive in Seoul, Korea by today
  - (lodging night #1)
- **November 17, Tues**
  - USDA Market briefing, facility visits, group meetings
  - (lodging night #2)
- **November 18, Wed**
  - One-on-one meetings, networking reception
  - (lodging night #3)
- **November 19, Thurs**
  - Option A: Retail & Market tours (lodging night #4)
  - Option B: Depart/return to USA or time on own (lodging on own)
- **November 20, Friday**
  - Option A: Depart/return to USA or time on own (lodging on own)

Participation Fee: $600

Registration Deadline: August 30th, 2026