INBOUND MISSION

2024 KOREA CONSUMER ORIENTED INBOUND TRADE MISSION

Sunday, Jul 14 - Saturday, Jul 20, 2024
Registration: Tuesday, Mar 26 - Friday, Jul 5, 2024
Hawaii, California | United States of America

https://wusata.avibe-stag.com/e/C8616M9

EVENT DETAILS

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

2024 Korea Consumer Oriented Inbound Trade Mission

July 14- 20, 2024

South Korea's growing middle-class population is consistently searching for ready-to-eat and ready-to-cook products. The population is highly urbanized at 81%, and consumers are relatively health-conscious. This market represents ideal trade opportunities for companies with shelf-stable products.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Korea

Buyers will likely not be focused on alcoholic beverages for this activity.

This activity is being held in conjunction with Taiwan Consumer Oriented Trade Mission, please sign up for both activities.

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing South Korea
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Itinerary:

Sun. July 14 - Buyer fly in HI

Mon. July 15 - Meetings HI

Tues. July 16- Meetings HI

Wed. July 17- Fly to CA (OAK)

Thurs. July 18 - Meetings OAK & Fly to LA

Fri. July 19 - Meetings LA

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods,
Condiments, Dried Fruit / Nut, Frozen Foods (berries), Beverages

INDUSTRY FOCUS

Retail Products

BUYER AUDIENCE

United States of America

Sat. July 20 - Buyers fly home

Participation Fee: $25.00

Registration Deadline: July 5th, 2024

For any information please reach out to the Project Managers:

Lucas Farrar - CA - lucas.farrar@cdfa.ca.gov
Yukashi Smith - HI - yukashi.m.smith@hawaii.gov