PROMOTION

2024 KOREAN NEW-TO MARKET MENU DEVELOPMENT (CANCELLED)

Wednesday, Aug 28, 2024
Registration: Tuesday, May 14 - Sunday, May 26, 2024
Seoul, Korea | Korea, Republic of | East Asia

https://wusata.avibe-stag.com/e/IB7UXXZ

EVENT DETAILS

Unveil Your Culinary Creations at the 2024 Korea New-to-Market Menu Development Event! (EVENT CANCELED)

Hosted by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, we are thrilled to invite you to a landmark event set for August 28, 2024. This is a unique opportunity for companies aiming to enter the Korean food service market.

Why You Should Participate:

- **Exclusive Venue:** Showcase your products at the Seoul Dragon City Hotel, the largest hotel in Asia, amidst an audience of top-tier Korean food importers and service companies.
- **Professional Culinary Demonstration:** Watch as a team of renowned chefs transform your products into innovative dishes, offering attendees a firsthand look and taste of your offerings.
- **Strategic Exposure:** Gain invaluable exposure as your products are introduced to the Korean market. Each participating company will have their products and the ingredients used highlighted during the event, enhancing your brand's visibility.

Networking Opportunities: Connect with vetted buyers and industry insiders. Trade leads will be shared post-event to help you forge lasting business relationships.

Event Highlights:

- **Effortless Participation:** No need to travel! Selected companies will receive comprehensive shipping guidance for product transport.
- **Recipe Innovation:** Participate in menu development featuring your products at one of Seoul’s most prestigious hotels.
- **Company Spotlight:** A pre-recorded self-introduction of your company will be presented during the menu demonstration seminar, enhancing buyer engagement with your brand.

Key Dates:

- **Registration Opens:** May 14, 2024
- **Selection of Final Products:** Early June
- **Product Shipment Arrival in Korea:** July 5
- **Menu Demonstration Day:** August 28

Product Eligibility: We are looking for innovative, shelf-stable or

INDUSTRY FOCUS

Food Service Products

BUYER AUDIENCE

Korea, Republic of

frozen/chilled items with a minimum shelf life of six months upon arrival in Korea. Eligible product categories include:

- Frozen or Dried Fruits and Vegetables
- Nuts, Dairy Products (Cheeses, Butter)
- Beverage Mixes, Specialty Foods
- Proteins (Meats, Poultry, Seafoods, Fish)

Please Note: Perishable goods like fresh produce are not suitable for this event. The partner restaurant hosting the promotion will select the final products for inclusion from the registration list.

Registration Details:

Deadline: May 26, 2024

Available Passes: Limited to 10 companies

Don’t miss this chance to make your mark in the Korean food service market. Register today and start your journey towards international acclaim!