

Food Show PLUS!™ at Seoul Food & Hotel

June 10-14, 2024 | Seoul, S. Korea



Food
Export
Midwest USA



YOUR CONNECTION TO GROWTH®

www.foodexport.org

Early registration deadline: February 21, 2024

Early registration price: \$250

Registration link:

<https://www.foodexport.org/events/market-entry/food-show-plus/g24fhk/>

Description:

Seoul Food & Hotel 2024, South Korea's largest food show, connects key players in the industry seeking innovative products. With evolving tastes, South Korea is a prime market for launching new goods.

It's been a lucrative market for U.S. companies in consumer-oriented products leading to substantial market shares. South Korea ranks fifth in U.S. food and farm exports, with American products dominating in both food and consumer-oriented categories, as per USDA FAS reports.

Products of interest:

- Beef, Pork, Poultry
- Sausages, Bacon, Processed Meats
- Cheese & Curd
- Processed Fruits & Vegetables
- Fresh Fruits
- Nuts
- Snacks
- Chocolate & Sugar Confectionary
- Baked Goods
- Sauces & Preparations
- Beverages



*Food Show PLUS!™ services provided:

- Buyers get your profile, contact, product details, and booth number before the show
- In-Market Representative directs buyers to your booth when possible
- Virtual Consultation
- Welcome Package
- Local Retail Tour (if applicable).
- In-Market Rep screens up to 3 buyers met at the show, providing a report
- Food Export's In-Market Rep on-site show assistance

Additional services available (\$75 per selection):

- Interpreter/assistant for your booth
- Professional translation of marketing material into local language (up to two pages)
- Store checks: Pre-event report with brand names, packages, sizes, and pricing

*Please note: Food Show PLUS!™ services are available exclusively for suppliers who are exhibiting at the show in the USA pavilion.

If you have any questions or need assistance, please don't hesitate to reach out to your Food Export Liaison at <https://www.foodexport.org/about/liasons/>.