

Focused Trade Mission to Korea for Innovative, Healthy, & Convenient Products in Retail and Foodservice

Oct. 29-30, 2024 | Seoul, S. Korea

Early registration deadline: June 26, 2024

Early registration price: \$425

Registration link: <https://www.foodexport.org/events/market-entry/focused-trade-missions/g24ktm/>



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Description:

South Korea has proven to be an appealing and profitable market for U.S. companies for many years.

Despite escalated competition from export-oriented competitors, consumer-oriented American products continued to lead the expansion of the export market in Korea, which reflected Korean consumers' increased demand for better value, quality and diversity.

Mission itinerary:

- October 28: Arrival in Seoul
- October 29: Briefing and Retail Tour
- October 30: One-on-One Meetings with Buyers
- October 31: Departure

Products of interest:

- Food Preparations
- Fats and Oils
- Prepared/Preserved Seafood
- Processed/Prepared Dairy Products
- Non-Alcoholic Beverages
- Processed/Prepared Vegetables And Pulses
- Prepared/Preserved Meats
- Beer and Wine
- Chocolate and Confectionery
- Snack Foods

Focused Trade Mission Services Provided:

- One-on-one meetings with qualified buyers
- Pre-event custom product research including market overview, importation and distribution analysis
- Market briefing by local USDA, Foreign Agricultural Service
- Retail store tour
- Table top showcase
- Brochure containing your company profile, contact details, and product lines
- On-site assistance by Food Export's In-Market Representative
- Identifying top leads

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/>.

