



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## *Korean Pet Food Inbound Mission*

*Annapolis, Maryland • March 22-23, 2010*

*Atlanta, GA • March 24-25, 2010*

*Orlando, FL at Global Pet Expo • March 26-27, 2010*

- *Korea imports 60% of pet food consumed*
- *The USA is dominant in the market share, and the demand for premium pet products is rising*

Korea is the world's 14th largest economy, with a GDP of \$1.34 trillion on a purchasing power parity (PPP) basis. The Korea Development Institute, a Korean government economic think-tank, forecast that it may accomplish 4.2% growth in 2010. Korea's total imports of agricultural products reached a record high of \$24 billion in 2008, including a record high of about \$6.9 billion from the United States.

If you are already exhibiting at the Global Pet Expo, SUSTA will provide an area to meet with buyers at the show. Contact one of the activity managers for more details and to register.

### *Best Prospects:*

■ Pet Foods	■ Canned Wet Pet Food
■ Pet Treats	■ Organic Pet Food

### *Important Information:*

- **Participation Fee: \$50**
  - **Includes:** One-on-one visits with key Korean pet food buyers in Annapolis, Atlanta or at the Global Pet Expo in Orlando
- Contact the activity managers for buyer profiles
- **Deadline for Registration: March 5, 2010** (No refunds for cancellations after this date)
- Sign up on the Events page at [www.susta.org](http://www.susta.org)

*SUSTA will also participate in the Seoul Food & Hotel Trade Show in May 2010.*

*For more information, contact an activity manager at right or visit [www.susta.org](http://www.susta.org).*



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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