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- West Virginia

## Seoul Food & Hotel 2010

Seoul, South Korea  
May 12-15, 2010

- Korea imports 70% of its food and agricultural needs
- It is the third largest market for imported consumer foods in Asia Pacific, with a market value estimated around \$5 billion

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.

Seoul Food & Hotel is unique and the longest established entry point to South Korea's thriving food, drink and hospitality markets. In 2009, there were 32,541 visitors to the show, with 306 international companies exhibiting. For more information on this key trade event, go to [www.seoulfoodnhotel.co.kr](http://www.seoulfoodnhotel.co.kr).

### Best Prospects:

■ Meat/Seafood	■ Tree Nuts
■ Fresh Produce	■ Dairy Products
■ Beverages/Wine	■ Confectionery
■ Sauces & Condiments	■ Snack Foods

### Important Information:

- Participation Fee: **\$560** Full Booth; **\$280** Half Booth
- **Participation fee includes:** Booth space in the USA Pavilion, interpreter services, matchmaking services at the show, shipping value of up to \$500 from California to South Korea, as well as a group advertisement in the show directory
- **Deadline for Registration: February 12, 2010.** No refunds will be given after February 19, 2010.
- Sign up on the Events page at [www.susta.org](http://www.susta.org)

SUSTA will host an Inbound Trade Mission of Korean pet industry buyers in March 2010.

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



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

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