



Seoul Food & Hotel 2022

Seoul, South Korea

June 7-10, 2022

South Korea has the 12th largest economy in the world with a GDP of \$1.6 trillion in 2019. With a population of 52 million, South Korea is the third most densely populated country in the world among countries with populations over 20 million. The country is about the size of Indiana and over 70 percent of its land is mountainous, making it unsuitable for large-scale commercial farming. Therefore, South Korea relies heavily on imports to fulfill its agricultural and food needs. Sustained income growth has led to changes in the food market and rising agricultural imports. Korean imports of consumer-oriented products from the United States are forecast to increase 1.8 percent in 2020 to a record \$5.5 billion.

As the leading exporter of agricultural products to South Korea, the United States consumes 25 percent of the market share. Korean consumers and traders in general recognize the United States as a trusted origin for imported agricultural products with good quality and value. The United States exported \$8.9 billion in agricultural and related products to South Korea in 2019, making it our fifth largest agricultural export market. Strong business and social ties between the two countries help boost consumer interest and awareness of new U.S. products and trends. Ongoing socio-economic shifts coupled with elevated consumer attention to quality of diet in South Korea will generate new opportunities for U.S. food and agricultural products for years to come.

Participation Fee:

Corner Booth: \$1,743; **Early Bird Special:** \$1,543 (if you register and pay before December 16, 2021)

In-line Booth: \$1,593; **Early Bird Special:** \$1,393 (if you register and pay before December 16, 2021)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services
- One-on-one meetings with pre-screened buyers
- Allowance of up to \$1,000 for sample and literature shipment from a consolidation point in the U.S. to the show (must use SUSTA's official freight forwarder to receive this allowance)

Registration Deadline: February 16, 2022 (No refunds for cancellation after this date)

50% CostShare: Apply for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals & incidentals), promotional giveaway items, point of sale materials & more!

Industry Focus: Food Service Products, Ingredient, Natural/Healthy Products, Organics, Retail Products, Seafood

Product Description: Convenience Foods, Nuts and other Snacks, Seafood and Meats, Healthy and Organic Products

Activity Managers:

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