



Seoul Food and Hotel

Seoul, Korea
May 16th- 19th, 2017

South Korea is the 5th largest market for U.S. agricultural products, and Seoul Food & Hotel is an invaluable opportunity to continue furthering trade relations between buyers and sellers from both of these countries. The opportune business climate for U.S. exporters in Korea is a result of the Korea-United States Free Trade Agreement, signed in 2012. This FTA significantly reduced tariffs for U.S. exports. As Korea’s reliance on food imports continues to increase, U.S consumer-oriented agricultural exports to Korea are expected to reach a record value of \$3.8 billion USD in 2015.

This four day trade event offers a great opportunity for U.S. exporters to showcase their products in an attractive market that also serves as a gateway into the region. Furthermore, U.S. food products are regarded as high-quality products in Korea; therefore their consumption carries a lot of prestige for Koreans. Eligible MySUSTA companies can log into your account to [register online](#).

Booth Fees:

- 9 square meter in-line booth space \$950.00
- 9 square meter corner booth space \$1,050.00

Registration Deadline: February 3rd, 2017
No refunds for cancellation after February 3rd, 2017.

Fee Includes: allowance of up to \$1,000 for sample and literature shipment from a consolidation point in the U.S. to the show using SUSTA’s official freight forwarder.

Product Description (suitable products but not limited to):

Meat Products • Eggs • Snack Foods • Beverages • Certified Halal Foods • Condiments and Sauces • Nuts • Processed Fruits and Vegetables

Industry Focus: Food Service Products, Natural/Health, Organic, Retail Products, Seafood

50% CostShare

Apply now for 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about 50% CostShare.

Activity Managers:

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