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

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.

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

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:
Cathy Xuefang Ma
North Carolina Department of Agriculture & Consumer Services
(919) 707-3132
cathy.ma@ncagr.gov

Theresa Brophy
Maryland Department of Agriculture
Director of International Marketing
(410) 841-5770
theresa.brophy@maryland.gov

SUSTA does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age, disability, political beliefs, marital/family status, gender or gender expression. Persons with disabilities, who require alternative means for communication of program information, should contact us. SUSTA is an Equal Opportunity Employer.