



# Seoul Food & Hotel 2019

The United States Department of Agriculture estimates that South Korea is 60-70 percent dependent on imported foods. As of 2016, it was the world's 11th largest economy with a GDP of \$1.41 trillion, and a per capita Gross National Invoice of \$27,561. The U.S. is the leading supplier of agricultural products to South Korea, providing about one quarter of all imported agricultural products. The market environment is very favorable; for example, the Korea-United States Free Trade Agreement which was implemented in March 2012 continues to lower tariffs for consumer-oriented food products. According to FAS' Global Agricultural Trade System (GATS) reports, in a ten-year span from 2006 to 2016, U.S. exports increased by 118%, making Korea the number 6 market for exports.

Korean consumers value high quality, low-cost, healthy and convenient products. Strong historical ties between South Korea and the U.S. mean that Koreans generally view U.S. food products favorably and are eager to try new foods. SUSTA promotes all valued-added food products in this market. Because South Korea is so heavily dependent on imported foods, there are opportunities for retail, food service and food processing. This 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.



## Activity Managers

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## Seoul, South Korea May 21-24, 2019

### Participation Fee

**Corner Booth: \$1,676**

**Early Bird: \$1,476**

*If you register and pay before December 21, 2018*

**In-line Booth: \$1,525**

**Early Bird: \$1,325**

*If you register and pay before December 21, 2018*

### Fee Includes

- 9m<sup>2</sup> booth and standard furniture package
- 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)
- Interpreter service and one-on-one meetings with pre-screened buyers
- Market briefing & tour

### Registration Deadline

**February 21, 2019**

*No refunds for cancellation after this date*

### 50% CostShare

[Apply now](#) for SUSTA's 50% CostShare

to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

### Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Retail Products, Seafood

### Product Description

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

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