



## Seoul Food & Hotel 2023

Seoul, South Korea  
May 30 - June 2, 2023

South Korea is an advanced economy with modern distribution channels. The Korea-US Free Trade Agreement has reduced tariff barriers for most US products. Korean consumers and traders in general recognize the United States as a trusted origin for imported agricultural products with good quality and value. Rising incomes and international travel have created demand for diverse and quality food products. Koreans are looking for new tastes, better value, convenience, high quality, and most of all, safe and healthy food. At the same time, there is also strong demand for affordable products.

Seoul Food & Hotel is the most inclusive and important food trade in South Korea. As Korea's largest international food and hospitality trade show, Seoul Food & Hotel is seen as an effective trading platform for the industry. Seoul Food & Hotel delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view worldwide industry trends across various sectors.

### Participation Fee:

**Corner Booth:** \$1,919; **Early Bird Special:** \$1,719 (if you register and pay before December 30, 2022)

**In-line Booth:** \$1,764; **Early Bird Special:** \$1,564 (if you register and pay before December 30, 2022)

### Fee Includes:

- 9m<sup>2</sup> 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 28, 2023 (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:

#### North Carolina Dept. of Agriculture & Consumer Services

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