



Seoul Food & Hotel 2020

Seoul, South Korea
September 15-18, 2020

South Korea is the 12th largest economy in the world, as of 2017. The Gross Domestic Product (GDP) rose 3.1% in 2017 to USD\$1.5 trillion, and 2.8% growth is expected for 2018. South Korea has a population of 51 million; it is the third most densely populated country of those countries that have over 20 million inhabitants. Over 90% of Koreans live in urban areas that make up 17% of the nation's land mass. Over 50% of Korea's 51 million citizens live either in Seoul or in direct vicinity of Seoul. South Korea is the United States' fifth largest export market, and the U.S. is the leading exporter of agricultural products to Korea. Korea relies on the imports of agricultural products, thanks to its mountainous terrain and limited farmland. What little farming area is available is dedicated to rice production due to government subsidy policies. U.S. agricultural exports to Korea in 2017 reached \$6.9 billion, with SUSTA exports to Korea totaling \$1.3 billion.

Korean consumers value high quality, low-cost, healthy and convenient products. Strong historical ties between South Korea and the United States 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.

Participation Fee:

Corner Booth: \$1,743; **Early Bird Special:** \$1,543 (if you register and pay before August 15, 2020)

In-line Booth: \$1,593; **Early Bird Special:** \$1,393 (if you register and pay before August 15, 2020)

Fee Includes:

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

Registration Deadline: June 30, 2020 (No refunds for cancellation after June 15, 2020)

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/Health, Organic, Retail Products, Seafood

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

Activity Manager:

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

