



TRADE SHOW OPPORTUNITY

# FOOD AND HOTEL KOREA

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SEOUL, SOUTH KOREA

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**The Market:** Economically and industrially, Asia is the fastest growing region in the world. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years. South Korea is one of the world's largest food importing countries, relying on imports for almost three-quarters of its food supply. Within the Asia Pacific region, it is the third largest market for imported consumer food and beverages, valued at almost \$5 billion per year. Its total 2003 agricultural and fishery imports are forecast at \$13.5 billion, a 5-percent increase from 2002.

**Location:** Agro-Trade and Exhibition Center



**Dates:** March 3-5, 2004

**Why Attend:** 1) Trade-only exhibition; 2) Exposure to thousands of buyers from hotels, restaurants, fast food/quick service outlets, supermarkets, hypermarkets, grocery stores, as well as food and drink importers, wholesalers, distributors and purchasing officers in industrial catering sectors; 3) Test marketing of your products; 4) Opportunity to obtain agent and distributor agreements; 5) Onsite sales; 6) Chance to conduct first-hand market research and experience the South Korean market for yourself



**Best Prospects:** Fruits and vegetables, processed foods, meats and poultry, confectioneries, snack foods, convenience foods, seafood, nonalcoholic beverages, wines and spirits, dried fruits and nuts, dairy products and grains

**U.S. Pavilion:** 1) Full booth design and construction; 2) Daily booth cleaning; 3) Free listing and photo entry in U.S. section of Advanced Buyers Guide; 4) Free listing and photo entry in the Show Directory and U.S. Pavilion Directory; 5) Access to U.S. Business Lounge; 6) Free exhibitor passes and visitor tickets

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