

TRADE SHOW OPPORTUNITY

# FOOD AND HOTEL KOREA

SEOUL, SOUTH KOREA

**Venue:** COEX—Seoul's premier trade exhibition location!

**Dates:** March 16-18, 2005

**The Market:** Advantages for U.S. exporters lie in consumer-oriented, high-value processed products. Total Korean imports of consumer-ready products increased 9 percent in 2003 to \$3.7 billion, nearly 40 percent of which were from the United States. Imports of U.S. consumer-oriented products increased 17 percent in 2003, double that of total imports. As statistics indicate, U.S. products have significant advantages in the Korean market; many Koreans are familiar with the taste and style of U.S. food products, and because the English language is so prevalent, labels on U.S. food products are easily understood. U.S. exporters will have even greater opportunities in the near term to supply processed foods, portion-controlled items and private brands to Korean consumers, retailers and importers.

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

**Food Show Plus:** Pre-show registration and product research, translation services, on-site assistance, industry tours, qualifying leads, pre-arranged meetings—all for a low fee!

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