

Korean Retail Buying Mission
Albuquerque, Las Vegas, San Francisco, and Los Angeles
July 19-24, 2007
Registration Deadline: July 13

The California and New Mexico Departments of Agriculture will be coordinating participation in a Korean Retail Buying Mission to New Mexico, Nevada & California. This will be an excellent opportunity for Western U.S. companies interested in the Korean market to showcase their products and to meet one-on-one with qualified foreign buyers of retail products. Suitable products include, but are not limited to: **Natural/Organic Products, Snack Foods, Confectionary Products, Condiments/Dressings, and Sauces.**

July: 19-20--Albuquerque

21-22--Las Vegas

23--San Francisco

24--Los Angeles

For more information or registration information, please see [Korean Retail Buying Mission](#) or contact Janet Kenefsky, Western U.S. Agricultural Trade Assoc. (WUSATA), (360) 693-3373 ext 214 janet@wusata.org.



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Korean Retail Buying Mission

Foreign Buyers Visiting Western U.S. for Company Meetings

July 19-24, 2007

Benefits from participating in the activity:

Western U.S. companies interested in the Korean market have an excellent opportunity to meet one-on-one with qualified foreign buyers of retail products. Korea is a dynamic market with 60-70 percent of food consumption being provided by imported products and U.S. exports of consumer goods are valued at more than \$850 million.

Showcasing your products to foreign retail buyers is an excellent way to increase export sales.

The California and New Mexico Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Korean Retail Buying Mission.

July 19-20, 2007: Albuquerque, New Mexico
July 21-22, 2007: Natural MarketPlace 2007 (Las Vegas, Nevada)
July 23, 2007: San Francisco, California
July 24, 2007: Los Angeles, California

This will be an excellent opportunity for companies to participate in the growing Korean market.

There is no cost to participate in this activity.

Suitable products include, but are not limited to:

- * Natural/Organic Products
- * Confectionary Products
- * Condiments/Dressings
- * Snack Foods
- * Sauces
- * Retail Products

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact the following project managers for more information:

James Ditmore, New Mexico Department of Agriculture.

Phone: (505) 646-4929, E-mail: jditmore@nmda.nmsu.edu

Josh Eddy, California Department of Food and Agriculture

Phone: (916) 654-0389, E-Mail: jeddy@cdfa.ca.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by:

July 13, 2007



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Activity Registration Form

Korean Buying Mission
July 19-24, 2007
New Mexico and California

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

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There is no cost to participate in this activity.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: July 13, 2007

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

Authorized Signature: _____
Printed Name: _____
Date: _____