

**Korean HRI Inbound Buying Mission
Idaho and Washington
July 16-20, 2007
Deadline: July 6th**

The Washington and Idaho State Departments of Agriculture, in cooperation with WUSATA and ATO Seoul, will be coordinating participation in the Korea HRI Buying Mission July 16 - 20th. This will be an excellent opportunity for Western U.S. companies to meet with buyers from the Korean HRI sector (Hotel, Restaurant & Institutional). Note that Korea is the third largest market in Asia and imports nearly \$5 billion in food and beverages each year. Suitable products include, but not limited to: **foodservice products, processed fruits & vegetables, beverages, dressings & seasonings, soups & sauces, and natural, healthy or innovative products.**

Idaho Meetings: **July 16-17**
Washington Meetings: **July 18-20**

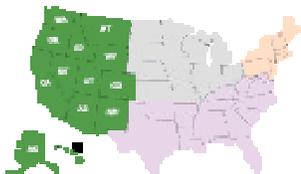
For more information or to register, please see [Korean HRI Inbound](#) or contact David Mudd, Washington State Dept of Agriculture, (360) 902-2164 dmudd@ag.wa.gov.



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 and 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 WUSATA for further details. Phone: 360/693.3373.

Korea HRI Inbound Buying Mission

Meetings in **Idaho** – July 16-17, 2007

Meetings in **Washington** – July 18-20, 2007

Benefits from participating in the activity:

- √ Meet with buyers from the Korean HRI (hotel, restaurant and institutional) sector
- √ Buyers have a variety of product interests – call for details
- √ Korea is the third largest market in Asia and imports nearly \$5 billion in food and beverages each year
- √ Koreans spend about half their total food budget on eating out, increasingly in Western-style venues

Participants will include six representatives from the Korean HRI Sector.

The Washington and Idaho State Departments of Agriculture, in cooperation with WUSATA and ATO Seoul, will be coordinating participation in the Korea HRI Buying Mission.

Suitable products include, but are not limited to:

- Foodservice products
- Beverages
- Soups and sauces
- Processed fruits & vegetables
- Dressings and seasonings
- Natural, healthy or innovative items

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

Please call for more information:

Meetings in Idaho – July 16-17, 2007
 Contact: Shelby Kerns, phone 208-332-8678

Meetings in Washington – July 18-20, 2007
 Contact: David Mudd, phone 360-902-2164

To register for this activity, please complete and fax the attached reservation form to 360-693-3464 no later than:

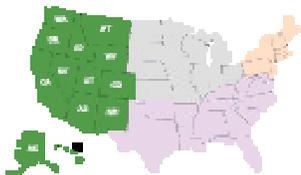
July 6, 2007



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Activity Registration Form

Korea HRI Inbound Buying Mission
 Idaho – July 16-17, 2007 • Washington – July 18-20, 2007

COMPANY INFORMATION:

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

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Meeting opportunities will be made available in the following locations:

- Meetings in Idaho – July 16-17, 2007
- Meetings in Washington – July 18-20, 2007

There is no cost for participation in this activity. Actual meeting dates and opportunities may vary.

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 6, 2007

Return the completed Activity Registration Form by fax: 360-693-3464

Authorized Signature: _____
 Printed Name: _____
 Date: _____