



Alberta products showcased at the Seoul Food Show

Five Alberta agri-food exporters were showcased in Korea during the Seoul Food Show trade mission, held April 30 to May 4, 2018. Two of the companies traveled to Korea to participate, while three more sent product samples and brochures to be represented by the Alberta Korea Office (AKO).

On Monday, April 30, a Canada Food Export Café tabletop exhibition was held at the Plaza Hotel, with 22 Canadian companies attending to showcase their products and meet with the approximately 100 Korean buyers and influencers in attendance. The Alberta booth within the Canadian Pavilion at the Seoul Food tradeshow, running May 1-4, provided an additional outlet for Alberta products to gain exposure to a wide range of buyers in attendance.

“Under the Canada Korea Free Trade Agreement, Alberta companies have increasingly competitive access to the Korean market,” says Katie Meredith, Trade and Relations Officer with Agriculture and Forestry (AF). “Companies who participated or sent samples to Korea for this trade show generated potential leads with Korean buyers, and are currently in the process of following up to build new export business as a result.”



Alberta booth at Seoul Food

The mission was organized by AF and the AKO, in collaboration with federal and provincial government and industry partners.

South Korea was Alberta’s fifth largest export destination for agriculture and agri-food products in 2017, with exports totaling nearly \$214 million that year.

For more information on the South Korea market contact:

Katie Meredith
Trade and Relations Officer – Japan/Korea
780-427-5057
Katie.Meredith@gov.ab.ca

Alberta