

Seoul Food Show Trade Mission, South Korea

May 20 - 24, 2019

Are you interested in exporting to South Korea?

Alberta Agriculture and Forestry, in partnership with the Alberta Korea Office, Agriculture and Agri-Food Canada and the Canadian Trade Commissioner Service, is looking to lead a trade mission for Canadian food and beverage companies to Seoul, South Korea from May 20 to 24, 2019.

This mission will provide an excellent opportunity for Alberta agri-food companies to explore the South Korean market and to meet with and develop relationships with potential customers and partners in the country.

With a population of 51 million people, South Korea is a highly urbanized and densely populated country. South Korea has a significant food trade deficit and imports over 70% of its food consumption requirements from thirty different countries, making it an important agri-food market. In 2017, South Korea imported \$33 billion worth of agricultural and agri-food products making this an attractive market for Alberta agri-food product suppliers. South Korea is Alberta's fifth largest export destination for agri-food products. The Canada Korea Free Trade Agreement, which went into effect January 1, 2015, is realizing enhanced market access for Alberta's agricultural and agri-food products over time and improving Canada's competitiveness with other suppliers.

This five-day program may include:

- South Korean market overview, challenges, market access concerns and recommended market entry strategies.
 - Business-to-business matchmaking session for participating companies.
 - Retail store tours to gain market intelligence.
 - Exhibition at the Seoul Food Show (45,000 qualified buyers attended 2018)
- (Note: Program may change based on availability of presenters and participating companies)

Eligibility

To be eligible to participate in this mission you must be an Alberta company that has some export experience or knowledge and are determined to leverage those successes into new export markets, channels or are introducing new products to the South Korean market.

Eligible Expenses

Companies may be eligible for a grant to help offset travel costs through The [Canadian Agricultural Partnership](#) program under Products to Market – Stream B.

The cost to exhibit in the Canadian Pavilion at Seoul Food Show is \$1,500 for one 9 m2 (3 x 3 m) booth.

The decision to proceed with this initiative is **dependent on the level of interest** received from companies.

If interested please contact:

Albert Eringfeld

Manager, East Asia & Oceania, International Relations & Marketing

Albert Agriculture and Forestry

780-415-4814

albert.eringfeld@gov.ab.ca