



United States
Department of
Agriculture

Farm and
Foreign
Agricultural
Services

Foreign
Agricultural
Service

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Dear U.S. Supplier,

Now is the time to focus on the Korean market for food products. A small investment in developing your market today will repay you many times over when the Korea-United States Free Trade Agreement (FTA) is concluded.

Korea is a major global market for agricultural products accounting for \$15.4 billion of agricultural products in 2005 to satisfy the demand from its 48 million increasingly affluent consumers. Korea has perennially been one of the top five markets for U.S. food exporters importing nearly \$3 billion in agricultural products from the United States in 2005. Removing trade barriers between the United States and Korea will create important new export opportunities for U.S. consumer-oriented food products. The FTA will give U.S. exporters expanded access by removing restrictions due to Korea's import policies as well as providing a competitive advantage over other suppliers.

Seoul Food & Hotel 2007 (April 24-27) can be your ideal opening to take advantage of the new opportunities that will be created by the FTA. This is truly the only business-to-business show in Korea and it is the only trade show endorsed by USDA. A new state of the art venue and consolidation with other food shows will make Seoul Food & Hotel 2007 more attractive to exhibitors and participants than ever. The U.S. Agricultural Trade Office (ATO) will support U.S. exhibitors at the show by developing an enhanced U.S. Pavilion, offering a Business & Information Center for private meeting space and providing a comprehensive exhibitor briefing prior to the show.

With decades of experience in promoting U.S. food and agricultural products in Korea, the ATO staff is a valuable resource for U.S. exporters. We will do everything we can to help you make the most of your Korean experience.

The time is ripe to expand promotion of your product in Korea. Contact Justin Pau at jpau@oesallworld.com to reserve your space at Seoul Food & Hotel Korea 2007 today!

Sincerely,

Stan Phillips
Director
U.S. Agricultural Trade Office
Embassy of the United States of America
Seoul, Korea