



# Office of International Business Development Seoul Food & Hotel 2016

Seoul, Republic of Korea | May 10-13, 2016

## About the Show

Serving a market that still imports 70 percent of its food and agricultural needs, **Seoul Food & Hotel** is Korea's largest food and hospitality trade show. Drawing a senior trade-only audience from all sectors of Korea's food and beverage industry, the show gives international companies an undisputed entry point into this thriving market.

**Seoul Food & Hotel**, established in 1983, is the third-largest food industry exhibition in Asia. A 33-year history proves its reputation as the premier international exhibition. In 2015, the event hosted 2,898 booths, 1,474 quality exhibitors and 55,000 visitors from 44 countries. Co-exhibitions of the Seoul International Culinary Academy, Seoul Foodtech, and Seoul Pack will be held concurrently.

## Registration

Pennsylvania's Office of International Business Development is offering its companies a cost-effective way to participate in **Seoul Food & Hotel 2016**. Exhibiting with Pennsylvania enables small to medium-sized companies **to make an impact at this prominent food show without the high cost.**

Whether the Pennsylvania pavilion serves as a "home base" while you walk the show or as a prime meeting area for potential contacts, your participation is an ideal way to increase your international outreach.

For a registration fee of \$500,\* your company will receive:

- Space within the Pennsylvania pavilion
- Enlarged image of company name, logo and product (Company supplies graphic)
- Listing of your company in show catalog and electronic media
- Experienced international trade specialist to assist you before, during, and after the show
- Exhibitor passes to the show

\*Please ask about a catalog participation option.

Companies are responsible for all travel and business-related expenses.

**Registration deadline: February 26, 2016**

## Why Seoul Food?

- South Korea is the 5th largest export market for U.S. agriculture.<sup>1</sup>
- Korea's imports of agricultural and food products from around the world were approximately \$33.5 billion in 2014.<sup>1</sup>
- Korean imports of U.S. food and agricultural products were approximately \$8.1 billion in 2014.<sup>2</sup>
- U.S.-South Korea Free Trade Agreement (KORUS FTA) aids in boosting trade.

Product interest includes:

- Canned & processed foods
- Non-alcoholic beverages
- Beer
- Coffee & tea
- Confectionary & bakery
- Cheese & dairy
- Baby food
- Food ingredients
- Processed meat (beef & pork)
- Frozen & chilled foods
- Gourmet foods
- Health foods
- Organic food & drink
- Seafood

Food Export's Branded Program provides 50 percent cost reimbursement\* for a wide variety of international marketing activities, including:

- Package and label modifications
- Advertising
- In-store promotions and product demonstrations
- Fees for exhibiting at some overseas tradeshows and selected tradeshows held in the U.S.
- Public relations
- Marketing and point-of-sale materials
- Freight cost for samples

(Company size restrictions apply.)

\*Requires registration/acceptance into Food Export USA Northeast's Branded Program. [www.foodexport.org](http://www.foodexport.org)

<sup>1</sup> US Department of Agriculture (USDA) Exporter Guide 2012

<sup>2</sup> Food Export USA Northeast; [foodexport.org](http://foodexport.org)

For more information, contact:

Linda Foerster | Office of International Business Development | 717.214.5306 | [lfoerster@pa.gov](mailto:lfoerster@pa.gov)

866.466.3972 | [newPA.com/trade](http://newPA.com/trade)



Tom Wolf, Governor



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## Participation Agreement

**Attention: Linda Foerster | Fax: 717.772.5106**

A \$500 participation check must accompany this form. (Catalog option available)

**Registration deadline is February 26, 2016.**

**Limited spaces will be filled on a first-come, first-served basis.**

The participation fee does not cover ground transportation, shipment of brochures, and any samples, payment to interpreters (as needed), or travel and hotel expenses. All appointments will be arranged and coordinated by the Commonwealth's Authorized Trade Representative (ATR) in Korea.

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community & Economic Development  
Office of International Business Development / Attn: Linda Foerster  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
EMAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand and agree to the following terms necessary to be a participating company in the PA pavilion at Seoul Food & Hotel 2016.

- ✦ No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- ✦ The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- ✦ In the event the participating company withdraws from participation in this event, the participating company will be subject to forfeiture of the entire registration fee.
- ✦ All participating companies must provide information on the results attained through participation in this trade mission/show to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade mission/show. This information is confidential and will be held in strictest confidence.

\_\_\_\_\_  
Authorized Representative (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date