

Midwest Wine Buyers Mission

August 1-4, 2006

Sponsored by the Michigan and South Dakota Departments of Agriculture and the
Mid-America International Agri-Trade Council (MIATCO)

PARTICIPATION AGREEMENT

Thank you for your interest in the Midwest Wine Buyers Mission. Below you'll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form with the appropriate registration fee to MIATCO by July 10, 2006.

Registration Fee:

Affiliation with Northeast or Midwest Region

Before **June 30, 2006** \$75 Registration Deadline

Before **July 10, 2006** \$125 Registration Deadline

*Non Affiliation with Northeast or Midwest Region

Before **June 30, 2006** \$125 Registration Deadline

Before **July 10, 2006** \$175 Registration Deadline

*Out of Region companies will be admitted on a space available basis

Contact Information

Company: _____ Website: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Participation Terms and Conditions

MIATCO agrees to:

1. Arrange one-on-one meeting(s) in locations throughout Michigan and South Dakota with qualified buyers from Korea.
2. Disseminate a contact list to participants and the buyers for companies' follow-up.
3. Enroll your company in our free *Trade Event Preparation Service*.
 - The Trade Event Preparation Service is a free service offered by MIATCO and is included in your participation in the Food Ingredients Buyers Mission. Your company will receive one-on-one counseling prior to the Buyers Mission to better prepare you for your meetings.*

Participating Company agrees to: (Please initial each statement)

1. Pay participation fee and submit this completed Participation Agreement no later than the Registration Deadline of **July 10, 2006**. This fee does not include flights, hotel expenses, meals and the shipping of samples. **[No-shows will be billed]**. _____
2. Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. _____
3. Indemnify MIATCO from any financial loss or other claims resulting from participation in the Midwest Wine Buyers Mission and the Trade Event Preparation Service. _____

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continued

4. Acknowledge that MIATCO shall have no other obligations beyond those detailed above, and that any other services desired or negotiated with any third party are not a part of this agreement. ____
 5. Upon completion of this activity, complete an evaluation and provide information regarding increased export sales in this target market or otherwise resulting from show name, and an estimate of your company's financial contributions to participate in the activity. _____
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Company Profile

The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.

1. To what countries do you currently export directly? _____

2. To what countries do you currently export indirectly "(i.e., via an export trading company)"? _____

3. What are your company's current annual sales? \$ _____
4. What are your company's annual export sales? (List by top three countries if possible)
\$ _____ \$ _____ \$ _____
5. What are your company's annual worldwide export sales? \$ _____
6. What products are you interested in exporting? _____
7. What are your company's current distribution channels? (Please circle all that apply)
Bulk; HRI; Private Label; Retail; Specialty Gourmet; Other
8. How many employees do you currently have? _____
9. Type of Business? (please circle) *Manufacturer; Trading Company; Broker; Retailer; Other*
10. What is (are) your Schedule B number(s)? _____
11. Do you have export pricing available (ex. CIF pricing)? _____

This meeting is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact MIATCO at least 15 days before the meeting.

I, _____ have read, understand, and agree to the conditions stated above.

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Buyer Meetings

Meetings will be held in Rapid City, SD on August 1 and in Lansing, MI on August 3-4.

Select location: Rapid City, SD _____ Lansing, MI _____

Trade Event Preparation Service

___ Enroll me in the free Trade Event Preparation Service

Through this service, you will learn the following:

- *How to develop competitive, accurate export pricing for the Korean market.*
- *How to execute an international export transaction on a timely basis.*
- *What your HS numbers for each of your export products.*
- *What your top 25 export markets for your products.*
- *Which Export Guides are available for your product for the Korean market.*
- *How to account for transfer of title and risk of loss.*
- *What the right questions to ask are, to clear up outstanding issues on quoting and shipping.*
- *How pre-payment, open account, documentary collections and letters of credit differ.*
- *Who your freight forwarder, air or ocean carrier, and export certificate agency are.*
- *How to maintain accurate and timely follow up on buyer questions after meetings.*

For more information and to schedule appointments, contact Carol Brunnert, Activity Manager
Tel: (573) 635-8792 Email: rufusmktg@mchsi.com

**Please fax the first three pages of the completed agreement to MIATCO at (312) 334-9230.
Participation fee should be made payable to MIATCO. (Please reference G5WIK.) Original
agreement and payment must be received no later than July 10, 2006.**

Send payment and completed Participation Agreement to:

**MIATCO
309 W. Washington, Suite 600
Chicago, IL 60606**

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Buyer Profiles

KOREA

Company Name: Cella Korea Co., Ltd.

Contact Person: Ms. Mi Hwa Hwang, General Manager

Website: www.cellakorea.com

Type of Business: Importer/Distributor/Wholesaler/Retailer

Company Founded: 1992

Annual Sales (USD): US\$ 10,000,000

Company Description: Cella Korea imports from France, Italy, Spain, Australia, and South Africa, and supplies wine, rum, vodka, beer, whiskey, gin, brandy, cognac, etc., to restaurants, hotels, department stores, individual wine shops, and discount stores. (It has strong sales channels to the discount stores.) It also operates its own three retail stores. The company has imported U.S. products before and is now looking for U.S. wine, especially sweet/fruit wine to meet its customers' needs. Target customers are Korean housewives who like sweet wine and purchase these sweet wines through discount stores.

Customers: Supermarkets/Hypermarkets, Wine/Liquor Stores, Foodservice (Restaurants)

Products of Interest: Sweet red wine (750 ml and 375 ml bottle size), rosé wine, red wine, fruit wine, also semi-dry and semi-sweet wines.

Company Name: Wine Tree Co., Ltd.

Contact Person: Mr. Hak-II Kim, Director

Website:

Type of Business: Importer/Distributor

Company Founded: 2004

Annual Sales (USE): US\$500,000

Company Description: The company currently imports wine from Spain and California (Carneros Merlot, Carneros Chardonnay, Carneros Syrah, and Etesian Pinot Noir, Gloria Ferrer Vineyards), and has been providing wines to the major hotels, numerous wine bars, fine restaurants, and individual wine shops in Korea. They have a strong sales network, especially to hotels and restaurants. They would like to expand to Midwest wines.

Customers: Wine/Liquor Stores, Foodservice (Restaurants), and Five-Star Hotels

Products of Interest: Catawba, Pinot Griego, Riesling, Cabernet Sauvignon, Sweet Wine, Fruit Wines, Concord Wine, fruit wines, grape wines, sparkling wine, full-bodied wines that have a sweet flavor, and dry/semi-dry/semi-sweet/sweet wines.

Company Name: Pride of Wine Co., Ltd.

Contact Person: Mr. Chang Ho Moon, Executive Director

Website: www.prideofwine.com

Type of Business: Importer/Distributor

Company Founded:

Annual Sales (USE): US\$1,300,000

Company Description: They supply famous hotels and restaurants and wine shops in Seoul and other Korean cities. The company is also developing concept wine, like "party" wine, "wedding" wine, etc. They have diverse approaches with active marketing and have a system to not only pioneer new sales, but also induce high revenues through checking and handling distribution lines. They promote their products individually to raise the brand name value and are searching for measures to expand long-term regional and quantity strategies through transactions with quality wholesale companies. Pride of Wine increases its market share through diverse advertisements, promotion, and marketing, based on the changes in the drinking culture and health boom in Korea. They have a very strong marketing line with a wine expert magazines and television.

Customers: Supermarkets/Hypermarkets, Foodservice (Restaurants), Wine/Liquor Stores, Hotels, and Department Stores

Products of Interest: Natural sweet and semi-sweet wine, any fruit still and sparkling wine, good quality with competitive price wine, fruit wines, grape wines, sparkling wine, and dry/semi-dry/semi-sweet/sweet wines.