

Maximize Your Sales Potential at Food & Hotel Korea 2005

Food Show PLUS!™ the Exclusive Package for U.S. Companies

This cost-effective service will provide you with the tools you need to become a more prepared and effective exhibitor! For **\$200** you will receive:

Pre-arranged meetings with buyers.

Have buyers waiting for you! Our in-market representative will arrange up to three meetings with importers/buyers who are interested in your product category. All meetings will be scheduled on show grounds during Food & Hotel Korea, March 16-18, 2005.

Interpreter at your company's booth.

With Food Show PLUS!, you will have a Korean interpreter at your booth during show hours. The interpreter will facilitate communication between you and your potential customer.

A translation of your company's profile.

Reach your customers! An English version of your company's history and product line will be forwarded to our in-country contractor for a professional Korean translation. You can incorporate this translation in your company's brochure or use it as a handout during the show to complement your product information.

About the Korean Market

With a population of approximately 48 million, Korea imports about 70 percent of its agricultural product needs. It is also the fourth largest market for U.S. agricultural products with imports expected to reach \$3.5 billion in 2003. Consumer oriented agriculture is the fastest growing import category, with imports from the U.S. reaching a record high of 39 percent of total consumer oriented food imports in 2002.

W E ' R E R E A D Y T O H E L P Y O U !

For More Information about Food & Hotel Korea Food Show PLUS!™, please fax back to 312.334.9230 by December 17th, 2004.

Name _____ Title _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Products _____

Market Segment(s) - Please circle all that apply: Private Label Retail Foodservice Specialty Food
Other _____

A Few Important Details

1. Food & Hotel Korea will take place **March 16-18 at the COEX Seoul, Korea's premier venue.** For more information on exhibiting in the U.S. Pavilion contact Ms. Teresina Chin at (202) 720-9423 or Teresina.Chin@usda.gov
2. Participants traveling to Korea for this show may be eligible for **50% cost reimbursement** for certain travel expenses and exhibitors fees through our Branded Program. To be eligible you must first apply and be approved. For more information call your regional contact (see below).

Who are MIATCO and Food Export USA

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA - Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in various countries.



Midwestern and Northeastern Region

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We prohibit discrimination in employment and services. Persons with disabilities who require alternative means for communication of program information or to request a full non-discrimination policy, please contact us.