



# Washington State Trade Mission to South Korea FOR WINERIES, CIDERIES, BREWERIES AND DISTILLERIES

**MARCH 16 - 22, 2024 | SEOUL, SOUTH KOREA**

Join us for the Washington State Specialty Beverage Trade Mission to South Korea, an outbound trade mission for Washington specialty beverage producers. This mission provides an opportunity for Washington companies to participate in the growing specialty beverage market in South Korea. You will have the opportunity to gain market insights and introduce your products to buyers.

## Why Should I Attend?

- Showcase your products and learn firsthand about buyer preferences through pre-arranged, one-on-one meetings with buyers in Seoul.
- Identify new buyers for your product and/or build relationships with existing customers.
- Meet with representatives from USDA Foreign Agricultural Services.
- Local market visits focusing on the specialty drink market.
- Learn about the opportunities and demands of specialty beverage products in this market.

## Participation Fee:

There is no registration fee but we ask you to carefully consider your availability before you register. Participants will incur expenses including airfare, lodging, and meals, etc. STEP Grant funding from the [Washington State Export Voucher Program](#) may be available to cover airfare and/or marketing costs associated with this trade mission.

*After you register, an SBDC advisor will reach out to assist you with your Export Voucher application.*



*"It was well worth our time. We increased awareness and sales of U.S. products and made friends at the same time." - Charles Finkel, owner of Pike Brewing in Seattle*

[Read about the 2023 mission, here.](#)

## Trade Mission Itinerary:

- March 16 - 17: Travel from Seattle to Seoul
- March 18: Market briefing and retail market tour
- March 19: Site visits
- March 20: One-on-one buyer meetings
- March 21: Free day for business development
- March 22: Travel to Seattle

## Register Today!

- Registration includes one-on-one meeting arrangements, market visits, and in-country transportation.
- Limited to first 15 Washington companies to register.
- Registration deadline:  
**February 1, 2024**



**FOR MORE INFORMATION, PLEASE CONTACT:**

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