



March 2, 2010

**SEOUL FOOD &
HOTEL 2010**
12~15 May, 2010



**Outgoing Market Development Mission to
Seoul Food & Hotel, Seoul, South Korea
May 12 – 15, 2010**

Dear Exporter:

We are pleased to invite you to participate in an Outgoing Mission to Seoul Food & Hotel, held in Seoul, South Korea, **May 12th – 15th, 2010.**

Seoul Food & Hotel attracts buyers from throughout South Korea, the Asia Pacific region, Europe, the Americas, Africa and the Middle East.

Market Overview:

- At almost US\$1 trillion, Korea has the largest economy in Asia after Japan, China and India.
- The total retail food market is estimated at US\$50 billion.
- South Korea imports 70% of its foods and agricultural needs.

Seoul Food & Hotel 2010 is an opportunity that you can't afford to miss!

BENEFITS TO PARTICIPATING IN THE FBC PROGRAM:

As a participant of this program, located in the Canadian Pavilion, you will benefit from showcasing your products to potential buyers at a reduced booth cost; you will also be provided with an interpreter upon request.

Participation also allows you to:

- Assess opportunities for your company
- Meet buyers and distributors
- Identify how to meet the needs of the Korean consumer
- Gather important feedback about your products.

COST TO PARTICIPATE **\$ 3285 CDN – 6.75m² booth space**

In addition to the space cost savings you will receive the **following benefits upon completion of the program:**

- 50% reimbursement for your economy airline ticket (maximum 2 participants per company)
- CDN \$200 per day per diem reimbursement to help cover accommodation and additional expenses (maximum 6 days)
- Network with other Canadian companies and Embassy/Consulate staff

If you intend on exhibiting with Food Beverage Canada, you will need to get in your application form quickly, as applications are accepted on a first come, first served basis.

If you have any questions please do not hesitate to contact:

Lisa Iwanyk, FBC – Tel: 780-486-9679 / 1-800-493-9767

Email: liwanyk@foodbeveragecanada.com

Andrea Sawchuk, FBC – Tel: 780-486-9679/1-800-493-9767

Email: asawchuk@foodbeveragecanada.com

Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.



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Registration Form
Please FAX to Food Beverage Canada at 780-484-0985
Please print clearly.

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Participant(s): *Name as it appears on your passport which must be valid for 6 months after your departure date from South Korea*

Name #1: _____ Title: _____ Email: _____

Name #2: _____ Title: _____ Email: _____

Products: _____

Do you require a translator? _____ Yes _____ No

Cost to participate – Showcase products in a FBC booth located within the Canadian Pavilion

6.75 m² booth space - **\$3285**

Payment Details:

Company cheque made payable to:

Food Beverage Canada
Suite 201, 17904 – 105 Ave.
Edmonton, AB T5S 2H5

Credit Card (preferable payment option):

VISA MASTERCARD AMEX

Card Number: _____ Exp. Date: _____

Name of Cardholder: _____

Address on Card: _____

Signature: _____

Signature confirms your company’s intention to participate in this program. Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited!

*Cancellation Policy: The booth cost can only be reimbursed if a replacement exhibitor is found.
A minimum \$250 administrative fee will apply.
Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.*