



MISSION

AUSTRALIAN PREMIUM FOOD AND BEVERAGE SHOWCASE - KOREA AND TAIWAN

Showcase your products to key importers and take advantage of strong consumer demand for quality Australian products and produce in Korea and Taiwan.

ABOUT THIS EVENT

Austrade invites new-to-market and existing exporters to participate in the **Australian Premium Food & Beverage Showcase** to be held in Seoul on 11-12 March and Taipei on 13-14 March. The program is designed to maximise potential business opportunities through a program of in-depth market briefing, retail site visits, one-on-one meetings and industry networking. Australian companies will be able to meet key buyers and identify new opportunities through these events.

The Korea and Taiwan showcases will take place after a major food and beverage exhibition in Japan, Foodex (5-8 March 2019). This allows exporters to time their travel and opt to participate in events within all three markets maximising potential for new business opportunities.

Important information

Korea Showcase

Date: 11-12 March 2019

Location: Seoul, Korea

Taiwan Showcase

Date: 13 -14 March 2019

Location: Taipei, Taiwan

Apply by: 20 January 2019

Who should attend?

New-to-market exporters in

- beverage
- dairy products
- frozen prepared food
- condiments and edible oil
- snacks, desserts, bakery products
- natural and functional food
- beer and liquor (**for Taiwan**)
- coffee, tea and cafe franchise (**for Korea**).

Existing exporters who:

- want to expand distribution channels in Korea and Taiwan.

Apply now at www.austrade.gov.au/fnbkoreataiwan

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KOREA MARKET OVERVIEW

Demand for Australian food and beverage continues to grow as the Australian food and beverage becomes more competitive as a result of ongoing tariff reductions under the Korea-Australia Free Trade Agreement (KAFTA). Korean consumers are becoming more discerning when it comes to both the quality and origin of their food. There is a growing demand in home meal replacement, convenient food, healthy/functional food and imported food. This is largely driven by an increase of one or two person households, increasing number of working mothers, the ongoing well-being trend and more Korean's studying or traveling abroad.

TAIWAN MARKET OVERVIEW

Australia is Taiwan's 4th largest import source for agricultural and food and beverage products. With a similar population to Australia and an agriculture self-sufficiency of less than 31 per cent, the demand for imported, especially high quality, food and beverage products continues to grow. Food safety, traceability and associated standards are among top concerns of consumers as a result of several major food safety incidents a few years ago. Australia notably has an excellent reputation in the market relating to these standards, leading to a rising demand for Australian high-end and premium food in Taiwan. There is strong appetite to try new brands and product varieties including high quality meats, dairy products, functional foods, natural and organic products and beverages, etc. The Taiwan market is well supported by established retail market network, eager to source new, unique and high quality offerings.

WHY YOU SHOULD PARTICIPATE

- Meet with key Korean and Taiwanese importers from both offline and online channels.
- Meet with key Korean and Taiwanese retail buyers, food service companies and executive chefs from five star hotels for market expansion.
- Receive direct feedback on your product from potential buyers.
- Conduct one-on-one business meetings with potential customers.
- See first-hand the market landscape and develop an understanding of consumer preferences and trends.
- Learn how to successfully operate in the Korean and Taiwanese food and beverage sectors.
- Take advantage of reduced tariff rates and improved market access under KAFTA.
- Benefit from the Austrade led PR and media campaign to raise the profile of the showcase and participating companies.

MISSION PROGRAM

KOREA PROGRAM

Date / Time	Details
Monday 11 March 2019	
1:00pm – 4:00pm	Retail site visits to hypermarket chains (Optional)
4:00pm – 6:00pm	In-depth market briefing : Korean food and beverage <ul style="list-style-type: none">- Overview on Korean market and food regulations by Austrade and DAWR- Market trend and distribution by local specialists
6:00pm – 8:00pm	Networking dinner with Korean customers

AUSTRALIAN PREMIUM FOOD AND BEVERAGE SHOWCASE - KOREA AND TAIWAN

Tuesday 12 March 2019

9:00am – 10:00am	Preparation and set up of showcase
10:00am - 12:00pm	One-on-one meetings for new-to-market exporters (3 meetings per company)
12:00pm – 4:30pm	Showcase and individual meetings

TAIWAN PROGRAM

Date / Time	Details
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Wednesday 13 March 2019

10:30am - 1:30pm	Retail visit (Optional)
2:00pm - 5:00pm	In-depth market briefing : Taiwan food and beverage <ul style="list-style-type: none"> - Overview on Taiwan market and food regulations by Austrade and DAWR - Roundtable discussion on Taiwan and Australian food and beverage market with key contacts from Taiwan food and beverage industry
6:00 pm	Group Dinner (Optional)

Thursday 14 March 2019

10:00am – 11:00am	Preparation and set up of showcase
(11:00am – 12:30pm)	Cooking demonstration with Australian produce and ingredients (TBC)
11:00am – 4:30pm	Showcase and one-on-one meetings

PARTICIPATION OPTIONS

Options	Package inclusions	Total cost
Option 1 Korea: New-to-market exporters	This package includes the following services and inclusions: <ul style="list-style-type: none"> • venue hire and catering for showcase • transportation for retail site visit • printing cost of showcase booklet • networking dinner • overall mission program coordination and organisation • preparation of showcase booklet, including Korean translation of company information • pre-mission marketing to targeted potential importers in retail, trade, food service and related food processing companies • organising one-on-one appointments. 	A\$2,750

AUSTRALIAN PREMIUM FOOD AND BEVERAGE SHOWCASE - KOREA AND TAIWAN

Option 2 Korea: Existing exporters	This package includes: <ul style="list-style-type: none">the same as Option 1, but does not include one-on-one appointmentslocal representatives can participate in showcase. No need to travel.	A\$2,200
Option 3 Taiwan: New-to-market exporters	This package includes the following services and inclusions: <ul style="list-style-type: none">venue hire and catering for showcasetransportation for retail site visitprinting cost of showcase bookletnetworking dinneroverall mission program coordination and organisationpreparation of showcase booklet, including Korean translation of company informationpre-mission marketing to targeted potential importers in retail, trade, food service and related food processing companiesorganising one-on-one appointments.	A\$2,750
Option 4 Taiwan: Existing exporters	This package includes: <ul style="list-style-type: none">the same as Option 3, but does not include one-on-one appointmentslocal representatives can participate in showcase. No need to travel.	A\$2,200
Option 5 Korea and Taiwan: New-to-market exporters	This package includes: <ul style="list-style-type: none">Option 1 in Korea and Option 3 in Taipei.	A\$5,500

[CLICK HERE TO REGISTER](#)

Register your interest in attending this mission on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

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IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australian and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

If you would like to discuss participating in this trade show, please contact:

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