

USA PAVILION



SEOUL

Food & Hotel
May 8-11 2012
KINTEX Korea International Exhibition Center



WINE
KOREA



OAK
OVERSEAS

USA Pavilion organized and
managed by Oak Overseas, Ltd.

USA

Officially endorsed by the
U.S. Department of Agriculture
FAS Trade Services Staff,
Washington, D.C. Agricultural
Trade Office Seoul, Korea



kem

kotra

KFIA Korean Foods
Industry Association

ALLWORLD
EXHIBITIONS

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PAVILION DESIGN
SUBJECT TO CHANGE

MARKET DATA

- USD\$6.1 BILLION MARKET FOR U.S. AGRICULTURAL PRODUCTS
- 5TH LARGEST MARKET FOR U.S. AGRICULTURAL PRODUCTS
- 50+ MILLION POPULATION
- 65-70% DIRECTLY OR INDIRECTLY DEPENDENT ON FOOD IMPORTS
- USD\$6.6 BILLION CONSUMER-ORIENTED FOOD MARKET UP 60% SINCE 2005

2011 SHOW DATA:

- 1,089 EXHIBITORS FROM 44 COUNTRIES
- 45,331 BUYERS AND VISITORS, UP 7% FROM OUTSIDE OF S. KOREA
- 19 NATIONAL PAVILIONS

EXHIBIT PROFILE

- | | |
|------------------------------|-------------------|
| HEALTHY / ORGANIC FOODS | SPORTS DRINKS |
| FOOD ADDITIVES & INGREDIENTS | SMOOTHIES |
| BAKERY & CONFECTIONERY | HEALTHY ICE CREAM |
| DIETARY FIBER SUPPLEMENTS | POULTRY |
| VITAMIN WATER | BEEF |
| SEAFOOD | WINE / LIQUOR |
| | ...AND MORE |

USA PAVILION Service & Amenity Package

Minimum 9 square meters per package

Optimize precious time with a cost-effective turnkey booth package. (Other furnishings and 24hr power available at additional cost)

- Prime Location on Show Floor
- Daily booth cleaning
- Full booth design and construction
- Fascia board with firm name
- Carpeting
- 1M Lockable High Counter Showcase
- Two shelves
- Lighting
- One electrical outlet, 220 volt, 13 amp
- One coffee table
- Two easy chairs

Exhibiting Overseas Made Easy...



- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Seoul
- Marketing support services from the U.S. Agricultural Trade Office In Seoul including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Exclusive USA Pavilion Exhibitor Lounge access w/ internet
- Assistance with hotel accommodations and shipping
- One individual entry in official show directory and USA Pavilion directory
- Exhibitor passes (as needed, with a maximum of five per booth)

RESERVE YOUR BOOTH NOW:

Michele Zichy

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USA PAVILION

Service & Amenity Package Rates:

Early Bird: USD\$430/sqm

Early Bird Rate thru December 1, 2011

Regular: USD\$480/sqm

Corner: USD\$500/corner

*Products exhibited in the USA Pavilion must promote and display a majority of products (greater than 51% by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin content if it is comprised of at least 51% U.S. origin content by volume or by value, exclusive of added water.