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- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## *Busan International Seafood & Fisheries Expo* *Busan, Korea • November 11-13, 2010*

- *Be a part of the largest seafood & equipment show in Korea!*
- *More than 8,000 visitors from over 25 countries*
- *One-on-one meetings arranged with buyers seeking your product*

Korea is the fourth largest market for U.S. seafood, importing \$2.9 billion in fishery products. U.S. seafood is viewed as high quality by consumers, and imports are expected to increase as Korea's large trade deficit in seafood grows due to high per capita consumption. Koreans consume a wide variety of seafood from the southern United States, such as scallops, monkfish, eel, croaker, blue crab, fish or crab roe, squid, clams, mackerel, flounder, mullet, black sea bass, shrimp, ray and whelk.

For the eighth year, southern U.S. suppliers of seafood are invited to exhibit in the SUSTA pavilion at the Busan International Seafood and Fisheries Expo in Busan, Korea. Exhibitors at the 2009 show reported sales of \$1.1 million resulting from contacts made at the expo. Participants in the SUSTA pavilion will also have the opportunity to meet one-on-one with buyers from Seoul or Busan prior to the show.

### *Important Information:*

- **Participation fee of \$600 includes:**
  - 9sqm space in the USA open pavilion
  - Timely installation & dismantling of booth
  - 5 co-exhibitor badges per company
  - Nationally recognized chef to prepare your product
  - Furnished and decorated booth
  - Ice and overnight cold storage
- The American Embassy can arrange meetings with buyers in Seoul before the show for interested companies. Contact the activity managers listed at right for more details.
- **Register by October 16! Space is available on a first-come, first-served basis.**
- Participants are responsible for their own transportation, lodging, meals and other expenses.
- Sign up on the Events page at [www.susta.org](http://www.susta.org)
- Exhibitors are responsible for shipping charges to freight forwarder. SUSTA will cover shipment of product from the United States to Busan, South Korea.
- Cancellations after **October 16, 2010** will render all fees non-refundable.



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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