

# Korean Buyers

## Sales Opportunity & Seminar

- ♦ **Don't miss this opportunity to meet with key retail buyers from the major supermarket, convenience store and café chains in Korea**
- ♦ **These buyers already import Australian products and are decision makers with authority to purchase further product**
- ♦ **Learn about the Korean market and retail market issues and opportunities**
- ♦ **Bring samples of product and brochures for the product showcase**

<p><b>DATE</b>            Wednesday 16<sup>th</sup> April</p> <p><b>TIME</b>             9.00 am – 12.00 pm</p> <p><b>VENUE</b>           Level 46, 55 Collins St, Melbourne 3000</p> <p><b>PROGRAM:</b></p> <p><b>9:00 – 10:00</b>    Companies to set-up showcase displays</p> <p><b>9:30 – 10:00</b>    Welcome tea and coffee</p> <p><b>10:00 – 10:45</b>   Korean Retail market presentation and Q &amp; A</p> <p><b>10:45 -11:30</b>    Victorian Company product showcase</p> <hr/> <p><b>Products of Interest</b></p> <ul style="list-style-type: none"> <li>• Confectionary (gummy sweets and chocolate)</li> <li>• Snack foods</li> <li>• Cereals and bakery mixes, including ingredients</li> <li>• Non-alcoholic beverages, spring water</li> <li>• Novel dairy products (small cheese packs &amp; ice-creams)</li> <li>• Jams, syrups and sauces</li> <li>• Dried fruit</li> <li>• Organic and functional foods</li> </ul>	<p><b>Buyers are from:</b></p> <ul style="list-style-type: none"> <li>❖ <b>Homever</b> <ul style="list-style-type: none"> <li>~ The 2<sup>nd</sup> biggest hypermarket chain in Korea with over 30 stores across the nation</li> <li>~ Seeking to diversify their product range</li> </ul> </li> <li>❖ <b>Family Mart</b> <ul style="list-style-type: none"> <li>~ Nearly 3,800 convenience stores covering nationwide distribution</li> <li>~ The largest market share of any Korean convenience store</li> </ul> </li> <li>❖ <b>Korea Botany</b> <ul style="list-style-type: none"> <li>~ Supplier to many of Korea's leading supermarkets, convenience stores and bakery chains</li> </ul> </li> <li>❖ <b>Samyang Corporation</b> <ul style="list-style-type: none"> <li>~ A market leader in the sugar and cereal milling sector in Korea</li> <li>~ Includes a café business selling breads, sandwiches and salads</li> </ul> </li> <li>❖ <b>Illkwang General Trading</b> <ul style="list-style-type: none"> <li>~ Supplier and distributor of organic and health food products including organic grains</li> </ul> </li> </ul>
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**RSVP** This seminar is free however registration is required. To register, please complete all details in the spaces provided below and **fax Katrina Buxton on 03 5833 5337** or email [katrina.buxton@dpi.vic.gov.au](mailto:katrina.buxton@dpi.vic.gov.au) by **10 April 2008**. For more information please call Katrina Buxton on 03 5833 5230 (or mobile 0439 366 501).

<b>Name &amp; Title</b>			
<b>Company</b>			
<b>Address</b>			
<b>Tel</b>		<b>Fax</b>	
<b>If you prefer to receive e-mail updates rather than a fax please fill in your e-mail address below.</b>			
<b>E-mail</b>			
<b>I wish to:</b>	Showcase product and attend the seminar <input type="checkbox"/> Attend the seminar only <input type="checkbox"/> Showcase product only <input type="checkbox"/> (please contact Katrina Buxton (03 5833 5230) to arrange this)		