



Required Report - public distribution

Date: 5/16/2000

GAIN Report #KS0064

Korea, Republic of

Promotion Opportunities Report - May

2000

Prepared by: **Christina F. Halle**
U.S. Embassy, Seoul, Korea

Drafted by: **All ATO Staff**

Report Highlights:

- 1. Tex-Mex Food Festival at the Shilla Seoul from July 20 thru Aug. 11.**
- 2. Korean Seafood Buying Mission to West Coast.**
- 3. The National Restaurant Association (NRA) show scheduled for May 20 - 23, 2000 in Chicago.**

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Seoul ATO [KS2], KS

“The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.”

Section I. Trade Shows

N/A

Section II. Retail In-Store Promotions

N/A

Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

1. The Shilla Seoul, a five star hotel, is holding Tex-Mex Food Festival from July 20 thru Aug. 11. ATO Seoul is planning to sponsor the event with some cash sponsorship to support the hotel’s marketing efforts. Also, ATO Seoul is trying to help the hotel to find a U.S. organization or firm who may participate in the event by sending a Tex-Mex shelf to teach the hotel’s shelves and to lead the event as a featured shelf.

Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)

1. Korean Seafood Buying Mission to West Coast. ATO Seoul organized the Korean Seafood Buying Mission to the west coast of the United States. The Mission is composed of 8 Korean buyers and is scheduled for May 13-20, 2000.
2. The National Restaurant Association (NRA) show scheduled for May 20 - 23, 2000 in Chicago. ATO Seoul is recruiting Korean buyers to attend the show.

Agricultural Trade Office
American Embassy - Seoul
Unit #15550
APO AP 96205-0001
Phone: 82-2-397-4188
Fax: 82-2-720-7921
E-Mail: ATOSeoul@fas.usda.gov