

## Appendix G

### Procurement Plan Table

Country: KOREA  
Date: 10/99

Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G014100	BUYER ALERT			
	Other (direct mailing in emergency)	2,000	NPSC	NO
	ACTIVITY TOTAL	2,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G014200	FOREIGN BUYER LIST			
	Other (buyers list compiling work)	7,000	NPSC	YES
	ACTIVITY TOTAL	7,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G015100	PURCHASE TRADE DATA			
	Other			
	- KOTIS annual subscription, modem phone charge, purchasing Korean statistics, etc.	2,000	PO/NPSC	NO
	- Monthly/Annual trade statistics update and database compiling job	8,000	NPSC	YES
	ACTIVITY TOTAL	10,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G015300	TECHNICAL TRANSLATIONS			
	Other (translation of Korean food code, food safety code, food additive code, etc.)	10,000	NPSC	YES
	ACTIVITY TOTAL	10,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G017200	PRODUCT BRIEFS			
	Travel (trips to major markets, ports, and distribution areas)	4,000	PO	NO
	Other (purchasing of marketing statistics, informational materials, etc.)	3,000	PO	NO
	ACTIVITY TOTAL	7,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G018100	PR EVENTS			
	Travel (host a journalists' group of 5 on an informational trip to U.S.)	23,000	PO	NO
	MP (various luncheon/dinner meetings, briefings w/ local media)	3,000	PO	NO
	Other (press briefings/seminars on U.S. food industry, food safety issues, etc.)	3,000	PO	NO
	ACTIVITY TOTAL	29,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G018200	ADVERTISING			
	Other (“New Millennium” ad campaign in various trade journals)	20,000	PO	NO
	ACTIVITY TOTAL	20,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G018300	NEWSLETTERS			
	Other (produce and mail 4 quarterly “ATO Newsletters”)	20,000	PO/NPSC	NO
	ACTIVITY TOTAL	20,000		

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G031300	INFORMATION BOOTH			
	Travel (trips to the Pusan Int'l Food Show 2000)	1,000	PO	NO
	MP (reception w/ key food industry during The KOSCA Show '99)	3,500	PO	NO
	Other (space rental/booth construction fee for the KOSCA Show '99)	5,000	PO/NPSC	NO
	ACTIVITY TOTAL	9,500		

## Appendix G

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Country: KOREA  
Date: 05/00

Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G032100	BUYING MISSIONS			
	Travel (two 10 day buying mission programs to the U.S.)	44,000	PO	NO
	MP (preparatory/wrap-up meetings w/ buying mission members)	2,000	PO	NO
	ACTIVITY TOTAL	46,000		

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### Procurement Plan Table

Country: KOREA  
Date: 05/00

Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G032200	NASDA/FMI MISSIONS			
	Travel (1 FSN's travel to the NASDA/FMI Show 2000 w/ other Korean participants)	4,000	PO	NO
	ACTIVITY TOTAL	4,000		

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G033100	INSTORE PROMOTION			
	Travel (preparatory trips for promotions held outside Seoul area)	1,000	PO	NO
	MP (opening reception w/ key food industry contacts)	1,000	PO	NO
	Other (POP Promotions at retail outlets such as dept. stores, supermarkets, cvs's & family style restaurants)	13,000	PO	NO
	ACTIVITY TOTAL	15,000		

## Appendix G

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G033200	MENU PROMOTION			
	Travel (supporting travels for promotions held at Pusan or Cheju)	2,000	PO	NO
	Other (3 menu promotions at hotels and Family restaurants)	15,000	NPSC	YES
	ACTIVITY TOTAL	17,000		

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G033300	POS MATERIALS			
	Other			
	- Purchasing promotional materials from local vendor(s)	2,000	PO	NO
	- Purchasing promotional materials from U.S. vendor(s)	1,000	CC	NO
	ACTIVITY TOTAL	3,000		

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Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
A00G049000	UNSCHEDULED EVENTS			
	Travel (travel expenses for unscheduled marketing conferences, seminars, etc.)	3,000	PO	NO
	MP (representational events to maintain and expand regular professional contacts)	16,000	PO	NO
	Other (unexpected miscellaneous expenses incurred for daily marketing activities)	1,000	PO	NO
	ACTIVITY TOTAL	20,000		

## Appendix G

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Date: 03/00

Activity Code	Cost Category & Description	Cost Estimate	Procurement Type	Exhibit Completed
X00G035280	GAFS 2000			
	Travel (expenses of supporting travels by ATO staff and FAS/W staff)	5,000	PO	NO
	MP (representational events to operate the food show and the opening reception on 3/14)	35,000	PO	YES
	Other			
	- Booths Design/Construction	15,000	NPSC	YES
	- Space Rental	40,000	NPSC	YES
	- Public Relations in local journals	25,000	PO	NO
	- Operations Management	180,000	PO/NPSC	YES
	ACTIVITY TOTAL	300,000		