



**SQ EXPORT HUB**  
Southern Queensland Innovation in Export Hub



Australian Government



Australia-Korea FOUNDATION



## **South Korea Trade Mission – Expression of Interest**

### **Building International Relations between Southern Regional Queensland and Korea**

The Toowoomba and Surat Basin Enterprise (TSBE) was successful in receiving funding for a trade mission to Korea, under the Department of Foreign Affairs and Trade (DFAT) International Relations Grant Program. Aligning to the Australia-Korea Foundation's priority area of progressing trade and commerce between Australia and Korea, TSBE is calling on all agrifood and agtech interested in the Korean market to apply to participate.

TSBE Food Leaders Australia is leading a seven-day trade mission to the Republic of Korea to explore trade and commerce opportunities. The aim of this trip is to give regional agrifood and agtech businesses the opportunity to experience in market buyer matching, site visits and networking while progressing commercial industry outcomes.

The Republic of Korea (ROK) is Australia's third largest export market, largely due to the country's dependence on imported energy, resources and agriculture, and Australia's fourth largest two-way trading partner. Despite Korea already establishing itself as a major importer of Australian products, Austrade has identified an untapped potential for businesses in the ROK in other sectors. In 2023, market consumer research has noted that ROK customers are continuing to demand high quality food, beverage and consumer goods. Furthermore, Australian technology and services are also in demand. With an aging population, Korea's microfarms are requiring agtech solutions that can improve the efficiencies of day-to-day practices.

The Korea-Australia Free Trade Agreement (KAFTA) strengthens opportunities by improving market access for Australian companies, creating new services opportunities, whilst safeguarding Australia's competitiveness in this large market.

As part of this trip, TSBE will be hosting a networking event in Seoul that will bring local industry together with the delegation. Prior to the trade mission, TSBE will be facilitating a market insights and trade readiness session which will provide participants with insights on consumer trends, the business landscape, requirements for export and post COVID-19 market update by in market specialists.





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## Key Dates

Date	Activity
Monday, 6 February 2023	Expression of Interest Opens
Tuesday, 14 March 2023	Information Session
Friday, 17 March 2023	Expression of Interest Close
Mid May, 2023	Market Briefing Workshop
Late May, 2023	Trade Readiness Workshop
Early June, 2023	Pre-departure Workshop
18 June 2023 – 24 June 2023	Trade Mission

## Costings

Under DFAT's International Relations Grant Rounds, TSBE secured a grant from the Australian Korean Foundation to facilitate this trade mission. This has enabled cost of participation to be subsidized. Co-contribution from each participant is required, covering costs associated with flights and accommodation. Please find the below indicative costs, with confirmation of final costings on booking. All costs associated with living expenses in market are worn by each participant and have not been included in this price.

**TSBE Member**

**\$4,200**

**TSBE Non-Member**

**\$5,000**





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**SQ** **GROWING REGIONAL EXPORTERS**

CONNECTING SOUTHERN QUEENSLAND

If your business is interested in furthering its bilateral trade with Korea, please fill out the below details.

<b>Business Name</b>	
<b>Business Summary</b>	
<b>Key Contact</b>	
<b>Phone Number</b>	
<b>Email Address</b>	
<b>Product</b>	
<b>Product Description</b>	
<b>Operating Years</b>	



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Have you exported before, if so, what market?	
Expectations around what you are wanting to achieve from the trade mission	

Please email all completed forms to Molly Wagner [molly@tsbe.com.au](mailto:molly@tsbe.com.au) by **17 March 2023**.

For all enquiries, please call Molly on 0488 168 436.