

For fresh fruit and vegetable marketing and distribution in Asia



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Korea's Christmas gift to Thailand

Thai Christmas shoppers are the target of a new fresh fruit festival run by Korea's trade promotion agency



Strawberries and grapes were popular choices among consumers as Korea Agro-Fisheries & Food Trade Corporation launched a winter fruit festival in Thailand.

The trade promotion agency's 'Korea Fresh Fruit Winter Festival' is set to run through December at Thai retailer Gourmet Market and highlight a range of Korean fresh fruit.

The festival includes tasting events for fruits such as strawberries, grapes pears and persimmons.

Traditional Korean performances will also be held in-store to attract consumers and enhance the atmosphere.

Shin Hyun-gon, executive vice president of food industry and trade division at Korea Agro-Fisheries & Food Trade Corporation, said Thailand was a good testing ground for Korean fruit exports to South-East Asia its import of Korean strawberries and grapes were growing rapidly.

"With the launch of the Regional Comprehensive Economic Partnership,

the conditions for market entry such as declining tariffs will improve in South-East Asian countries such as Thailand," Shin said. "We will use this to further expand exports to the ASEAN market."

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