
PUBLIC NOTICE

Korean agricultural products overseas promotional events (Online & Offline)

1. Purpose

- To expand the export and launch of Korean agricultural products by supporting overseas marketing (food or drink sampling)

2. Target audience

- **Korean food importers, buyers, and distributors**

* The subject of the project support was changed from local exporters in Korea to overseas **BUYERS** who conduct promotion activities in their countries or **retail companies** in 2026. Therefore, the exporters should be well notified of the change and must guide their overseas buyers to apply for the project directly.

- **Period of Event: April 2026. – October 2026.**

3. Applicable items

- As the top export item by country, agricultural exports on upward trend or will likely expand in the future
- * **Excluding fisheries and forest products**

4. Support contents

- Support limit: Up to KRW 95million (Offline, Online event)
- Support items: Expenses related to promotional marketing for expanding overseas distribution channels (rent, installation, marketing, sampling expenses, etc.)

(1) Rent/installation/slotting: Rent and installation costs related to the establishment and execution of an event (rent, slotting fees, intermediary fee from first slotting, and etc.) * The accumulated allowance for intermediary fee is limited to 20% of the budget.

(2) Marketing: Services related to a marketing event, such as media advertising, banners, leaflets, web banners, social networking service (SNS) campaigns, online sampling experiences, giveaways, promotional goods, point saving, coupons, expenses related to food broker planning and store slotting, etc.

* The accumulated allowance for giveaways, promotional gifts, points, coupons is limited to 25% of the budget.

(3) Sampling event: Expenses related to hiring marketing staff, food samples etc.

* The accumulated allowance for food samples is limited to 10% of the budget.

- Support amount

Ratio in Budget	Mandatory Amount to Achieve (Import Target Amount)
80% of the actual execution amount within the limit of support (but 50% for the exclusive marketing for large-enterprise products*)	Set and submit a target income of at least 2 to 3 times (depends on the item) buyers targeted import amount. * only import amount within 60 days before events and within events period will be included in the import target amount.

* **The import target amount (KRW) suggested by the company will be reflected in the evaluation of business operator selection (relative evaluation of the same location), and the amount of final fund will be settled and remitted after deducting the amount from the allocated budget according to the ratio of actual amount achieved to the import target amount (mandatory amount to achieve), so please set your import target amount carefully.**

* The limit of support for each company may be adjusted according to the size of the event and budget conditions through the aT Selection Committee. The import target amount will be reduced according to the reduced ratio of budget.

* Large-enterprise: cross-shareholding prohibited business group / public disclosure target business group (CJ, Lotte, Shinsegae, Harim, KGC, Dongwon, Hitejinro, Nongshim etc.)

5. Application

- How to apply: **Apply via email** to the local office of aT in your country

* Required to confirm by telephone after application

- Required document: Application form (refer to the attachment)
- Application Deadline: **February 25th, 2026**

6. Where to apply and inquire

Region	Office in Charge	Contact
East Coast (USA) · Canada	KOREA AGRO-TRADE CENTER, NEW YORK	Insoo Lee newyork@at.or.kr 1-212-889-2561
West Coast (USA) · Central America	KOREA AGRO-TRADE CENTER, LOS ANGELES	Johee Kim losangeles@at.or.kr 1-562-809-8810