

Australia-Korea Workshop

University of South Australia Business School



Food Tourism Business Development Adelaide, Friday, 27 April, 2018

Developing Food and Wine Tourism Business for Korean & Asian Tourist Markets

The 'Food Tourism' forum is organized to assist the business sector to develop cross-cultural understanding of food culture, agriculture and food tourism services in Australia and Korea.

This forum aims to create an interactive and valuable discussion platform for the tourism business sector so they can share their business cases and design practical steps to developing international marketing, product development, and potential business partnership strategies for food/wine tourism development, especially targeting Korean and other Asian tourist markets.

This event proudly presents the top 10 keynote presentations from major government organisations, Tourism Australia, Australia-Korea Business Council, Korea Tourism Organisation, Regional Development Australia and local/international food & wine tourism companies. It will be great beneficial for the industry to gain cutting-edge knowledge of Asian market development.

Participants will also have a great networking opportunity to interact with influential leaders from the government organisations, industry associations, food/wine tourism industry and academia from Korea and Australia. The 'Food Tourism Business Development' event has been organised by the University of South Australia with support from the Australia-Korea Foundation.

Key discussion topics:

- Food culture & food marketing in Korea and Australia
- International marketing strategies for food/wine tourism development
- Innovation & partnership strategies for food/wine tourism for Korean & Asian tourist markets in Australia

Workshop activities:

- Keynote speakers' presentations from Tourism Australia, Korea Tourism Organisation, and Food/Wine Tour Companies
- Panel discussion & best business practices from food/wine tour companies

Lunch and coffee will be provided. Free Registrations close Thursday 26 April, 2018.

Free Registration via the [eventbrite.com.au](https://www.eventbrite.com.au) website (click the link at <https://www.eventbrite.com.au/e/australia-korea-food-tourism-business-development-workshop-tickets-44437526839>)



Friday, 27 April 2018
(9.00am - 5.00pm)



Bradley Forum, Level 5, Hawke Building
City West Campus, University of South Australia, Adelaide



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