

2021 RECRUITING PROCESS

K-Food Ambassador PROGRAM IN EUROPE

Become an EU K-Food Ambassador for Korea Agro-Fisheries and Food Trade Corporation's (aT). Under the direction of the Ministry of Agriculture and Food, it's mission is to promote Korean agri-food products and support their export worldwide.



YOUR MISSIONS?

- Receive a 1st K-Food box, choose your mission and create original contents in your language, repeat the process with a 2nd K-Food box
- Create and upload the content on your personal social media platforms & share it on a K-Food Fan Club Facebook page with the hastag **#kfoodeurope2021**
- Answer a questionnaire to evaluate the products
- Type of missions to choose freely from :
 1. Create a video to show how to use at least 1 of the products received
 2. Reate a video to share cooking tips, visit a korean supermarkets or make a review/mukbang video

We are looking for 100 ambassadors Through 5 differents europeans countries :



WHO ARE YOU?

- You love Korean food
- You are active on at least 1 social media (Facebook, Instagram, Tik Tok, Youtube ect...)
- You are able to create contents in one of these languages (British English, French, Spanish, Italian, Germany)

WHY SHOULD YOU APPLY?

Become part of our ambassador network & get benefits such as :

- **Excellence Award** : 5 top ambassadors with the most reactions to their good quality contents will be selected to win a prize (200€ euros each + 50€ korean grocery store coupon)
- **Effort Award** : 3 top ambassadors who created the most contents will be given 100€ euros each
- Every participant will receive 2 K-Food box including a lot of products and a Korean chopstick & spoon set
- You will get priority to test & review korean products for us in the future or be invited to special K-Food events in your country

TIMELINE



APPLYING FROM LINK → <http://bit.ly/kfoodeurope2021>

<https://k-foodfan.com/>

Contact informations : atcenterparis@gmail.com

INSTAGRAM [@kfood.fan](https://www.instagram.com/kfood.fan)

FACEBOOK www.facebook.com/kfoodeu