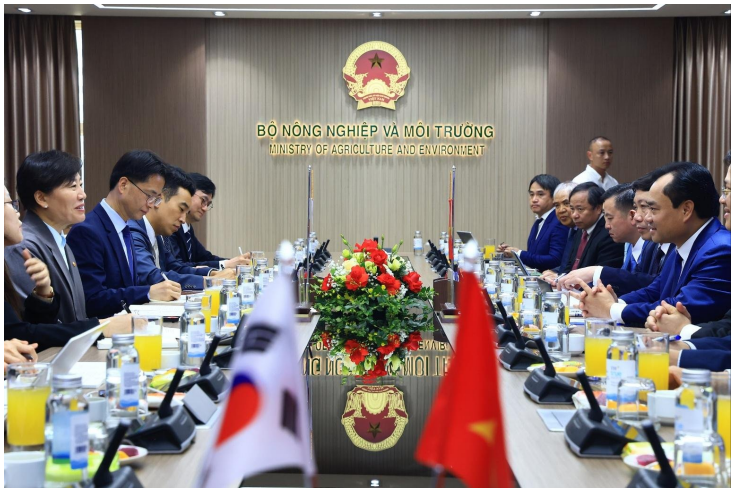
AgroSpectrum ASIA
Envisaging Future | Updating Present

Korea seeks wider market access for melons in Vietnam

22 April 2026 | News

Ministerial talks spotlight growing appetite for K-food and expanded agricultural partnership



Ministerial talks spotlight growing appetite for K-food and expanded agricultural partnership

South Korea is stepping up efforts to expand its agricultural footprint in Southeast Asia, with a renewed push to grow K-food exports to Vietnam following high-level talks between the two countries.

According to the Ministry of Agriculture, Food and Rural Affairs, Agriculture Minister Song Mi-ryung met her Vietnamese counterpart, Trinh Viet Hung, in Hanoi on Tuesday to discuss strengthening bilateral cooperation across the farm sector.

A key focus of the meeting was boosting Korean fruit exports. Song requested that Vietnam extend its current import window for Korean melons by an additional monthâ??from May to Juneâ??to capitalize on rising demand for the fruit in the local market.

Beyond fruit trade, both sides explored ways to broaden overall agricultural exchanges, including expanding official development assistance programs and enhancing coordination on animal health issues such as African swine fever.

Vietnam has emerged as a significant market for Korean agricultural products, with Seoul viewing the country as a strategic gateway for further regional expansion. Song emphasized the governmentâ??s commitment to deepening trade ties and unlocking new growth opportunities for K-food exports in the fast-growing Southeast Asian market.