

## STANDARD PACKAGES

### SEOUL FOOD & HOTEL & SEOUL HORECATECH

Space Only	Walk On Stand	Premium Stand
USD 380 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 450 per m <sup>2</sup> (minimum 9m <sup>2</sup> )	USD 480 per m <sup>2</sup> (minimum 18m <sup>2</sup> )
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Power Supply, Chairs, Counter, Table, Fascia, Shelves	Walls, Carpet, Spotlight, Power Supply, Fascia, Counter, Table, Chairs, Display cube, Logo tower, Shelves, Showcase

### SEOUL FOODTECH & SEOUL FOODPACK

Space Only	Walk On Stand	View
USD 380 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 450 per m <sup>2</sup> (minimum 9m <sup>2</sup> )	
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Power Supply, Chairs, Counter, Table, Fascia, Shelves	

## DEADLINES INFORMATION

### Key Dates

Registration & Payment Deadline	By 28 <sup>th</sup> of Feb, 2019
Submission Deadline (Directory, Exhibitor Badge)	By 31 <sup>st</sup> of Mar, 2019
Utility Application Deadline	By 31 <sup>st</sup> of Mar, 2019

Register Online Now at [www.seoulfood.or.kr](http://www.seoulfood.or.kr)  
and Mark a date on your calendar to attend Seoul Food 2019!

# SEOUL FOOD 2019

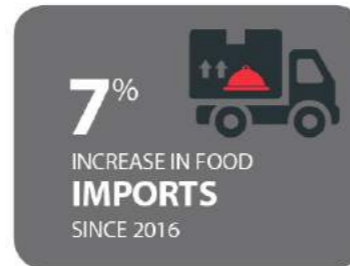
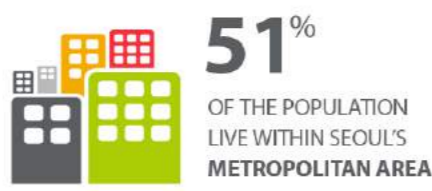
International Food Industry Exhibition, Seoul

May 21<sup>st</sup> (Tue)~24<sup>th</sup> (Fri) 2019 KINTEX



## SOUTH KOREA IMPORTED

US\$25 BILLION WORTH OF FOOD IN 2017



## Why SEOUL FOOD

SEOUL FOOD is established in 1983 and become the 4<sup>th</sup> largest food industry exhibition in Asia.

SEOUL FOOD's 37 years history proves its reputation by representing international exhibition with 1,472 qualified exhibitors and over 45,200 visitors from up to 47 countries in 2018.

In 2019, SEOUL FOOD will provide the best service and support for your successful business with more qualified exhibitors and buyers at our venue.

We guarantee that once you step into our venue, you will experience new improved SEOUL FOOD 2019.

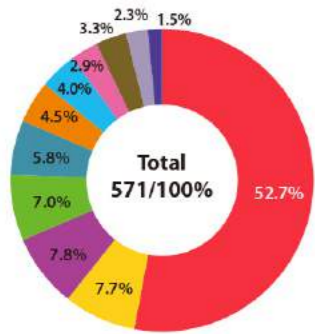


## SEOUL FOOD 2019

- **Title :** SEOUL FOOD 2019  
SEOUL FOOD DOMESTIC PAVILION / SEOUL FOOD INT'L PAVILION /  
SEOUL HORECATECH / SEOUL FOODTECH / SEOUL FOODPACK
- **Dates :** May 21(Tue)~24(Fri), 2019
- **Time :** 10:00 am ~ 17:00 pm
- **Venue :** KINTEX Hall 1~5 & 7~8
- **Scale :** 76,121 m<sup>2</sup>, 1,500 Exhibitors / 3,000 Booths / 55,000 Visitors
- **Programs :** Business meeting with domestic buyers etc.
- **Organizer :** KOTRA (Korea Trade-Investment Promotion Agency)
- **Co-organizer :** UBM, KINTEX



## SEOUL FOOD 2018 Key Points



### 1) Overseas Exhibitors by product (%)

- Agricultural products
- Bakery & Confectionery
- Wine, Liquor & Beverage
- Meat
- Health & Organic Foods
- Seafood
- Dairy
- Food Additives & Ingredients
- Coffee & Tea
- Food Marketing & Service
- Poultry

### 2) Nationality of Exhibitors

Country	Exhibitors	Booths	Country	Exhibitors	Booths
CHINA	107	127	PERU	20	22
CANADA	45	56	ITALY	16	18
THAILAND	45	48	PHILIPPINES	16	8
U.S.A.	34	68	BRAZIL	13	9
TAIWAN	29	32	GERMANY	11	14
KOREA	22	27	INDONESIA	11	12
TURKEY	21	44	REPUBLIC OF SOUTH AFRICA	11	8
VIETNAM	21	21			

### 3) Visitors Analysis

Segments	Registered Number of Visitors	%
Food Manufacturer	11,004	36.3
Distributor	4,614	15.2
Trading Company	2,775	9.2
Franchise	2,514	8.3
Organization/Association	2,340	7.6
Wholesale Trader	1,382	4.6
Retail Trader	575	1.9
Others	5,112	16.9

### 4) Visitor By Interest

Segments	%	Segments	%
Agricultural products	38.45%	Wine / Liquor / Beverages	16.80%
Seafood Products	21.56%	Coffee & Tea	22.01%
Meat Products	28.66%	Health / Organic Food	33.06%
Poultry Products	10.33%	Traditional Foods	13.39%
Dairy Products	19.77%	Franchise	16.71%
Food additives & ingredients	43.67%	Catering Service	7.46%
Bakery & confectionery	21.74%	Food Marketing / Information	36.12%

### 5) Facts & Figures

Category	2014	2015	2016	2017	2018
Exhibition Space	64,831	74,171	74,171	76,121	76,121
Exhibitors	1,336	1,487	1,520	1,402	1,472
Booths	2,553	2,896	2,915	2,948	2,932
Visitors	52,800	54,117	53,406	54,200	45,200
Countries	45	44	46	39	47

SEOUL FOOD 2018 created USD 251 million worth of business consulting and USD 46 million worth of contracts.

## The Culinary Challenge

The SFH Culinary Challenge saw its 4th edition at SFH 2018, building upon its growing status with the Korean chef scene and continuing its role as a WACS endorsed event.

The event was made up of a series of 13 competitions where 245 chefs, ranging from students to professionals, competed for the chance to become the SFH Culinary Challenge 2018 Champions.



## SFH Wine Challenge

Korea's leading wine publication, Wine Review, and the Korean wine Association worked together to create the very first SFH Wine Challenge at SFH 2018.

Over 80 international wine labels from 30 different countries were judged by Korea's top wine sommeliers and importers. The categories included Best Country Wine, Sommeliers Choice, Best Importers, Buyers Choice, Best Red, Best White and Best Sparkling – and by the end of the show, the winning wine producers were awarded honors across gold, silver and bronze categories.



## Biz-Consulting

All Exhibitor and pre-registered visitors have access to the Matchmaking platform, helping them to target their preferred customers or buyers and schedule meetings ahead of the show.

Number of participating countries	18
Number of conducted meetings	47

