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The International Exhibition for the Food,
Drink, Hotel, Restaurant, Foodservice,
Bakery & Supermarket Industries

SEOUL FOOD & HOTEL 2017

16-19 May 2017
KINTEX

Held in conjunction with:

WINE KOREA 2017

MEAT KOREA 2017

SEOUL FOODTECH 2017

Culinary Challenge 2017

Including:

SEOUL FOODMAC 2017

SEOUL FOODPACK 2017

SEOUL FOODSAFETY 2017

Co-hosted by:

kotra

KFIA

kem

**ALLWORLD
EXHIBITIONS**



SEOUL FOOD & HOTEL 2017

16-19 May 2017 | KINTEX

Seoul Food and Hotel continues to thrive as Korea's largest and most international tradeshow for the food, beverage, foodservice and hospitality industry. The exhibition offers 4 days of uniquely trade-only buyers including key importers, distributors, restaurateurs, retailers and hoteliers from all across Korea.

Why choose the Korean market?



11th
largest economy
in the world



3%
annual GDP growth
forecast between 2016-2020



70%
of food needs to
rely on import



51%
of population live within
Seoul's metropolitan area



82%
of population live
in urban areas

How big is the show?

Exhibition Area

75,171m² with **21,884m²** dedicated to the International Hall

Attendance

53,406 trade visitors from all over Korea and 6 continents

Exhibiting Companies

683 from 46 countries and regions

National Pavilions


35 – Seoul Food and Hotel 2016 expanded its status as a global exhibition, welcoming exhibitors from 46 countries, including **35 national pavilions** coordinated by government bodies, trade export associations and pavilion organisers

National groups from

 AUSTRALIA

 CHINA

 GREECE

 MONGOLIA


 SPAIN


 AUSTRIA

 COLOMBIA

 INDIA

 MYANMAR

 SRI LANKA


 BELGIUM

 CUBA

 INDONESIA

 PERU


 TAIWAN


 BOLIVIA


 CZECH REPUBLIC

 ITALY

 PHILIPPINES

 THAILAND


 BULGARIA


 DENMARK

 JAPAN


 POLAND

 TURKEY

 CANADA


 ECUADOR

 MALAYSIA


 SINGAPORE

 USA

 CHILE

 GERMANY

 MEXICO

 SOUTH AFRICA

 VIETNAM

What do the exhibitors say?

"Seoul Food and Hotel is the must attend exhibition to enter the Korean market."

Pieno Zvaigzdes, Egle Vitkauskienė, Sales Director

"The export directors of our German companies from the dairy sector, beer and other German food categories voiced their satisfaction not only with the attendance but also with the visitors' high quality. We value the collaboration with the show organizers on account of their reliability, promptness and high service orientation."

GEFA (German Export Association for Food and Agri-products), Holger Hübner, Managing Director



92%
of exhibitors said they
'achieved their
objectives'
at SFH 2016



87%
of exhibitors
expected to
receive orders
as a result of the show



93%
of exhibitors rated
visitor quality as
excellent,
good or fair



Focused sectors

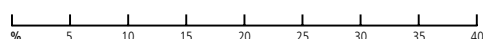
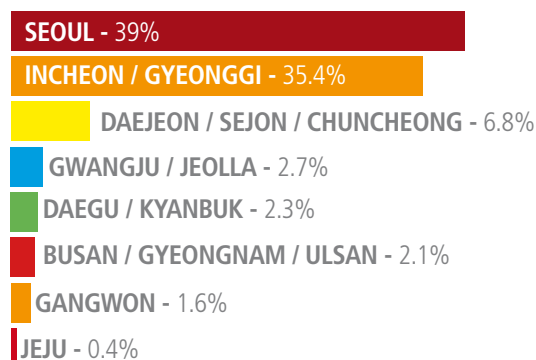


Wine Korea and Meat Korea ensure that key industry personnel are in attendance at Seoul Food and Hotel. Meat Korea is dedicated to meat producers and processors looking to develop their business in Korea, whilst Wine Korea provides a marketing platform for new to market wine, along with wines already established in Korea.

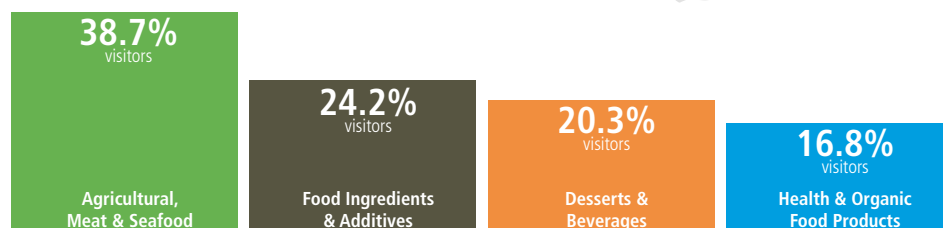
The Seoul Food and Hotel Culinary Challenge 2017 is set to expand for its third edition in 2017, building upon a successful first two events. The 2016 Culinary Challenge was comprised of a series of competitions across 13 sponsored categories where 275 Korean chefs, ranging from students to professionals, cooked with international food products – sourced from around the world.

Who are the buyers?

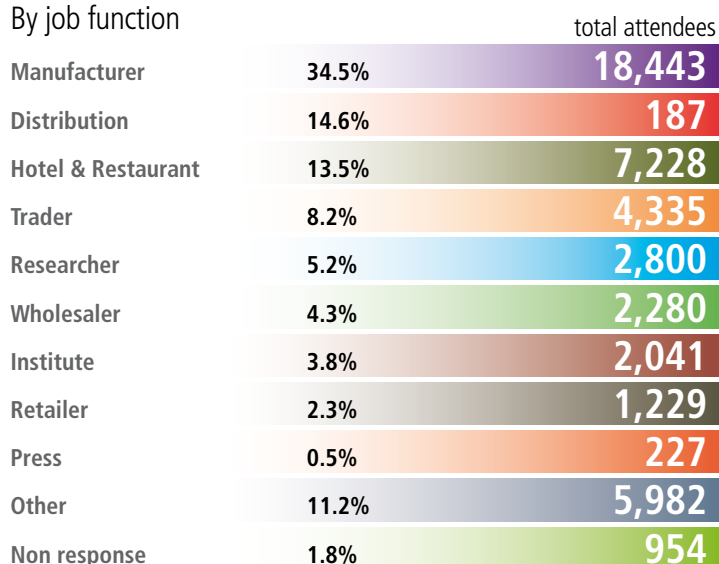
By region



By buyer interest



By job function



INDUSTRY SUPPORT

All of the leading industry and governmental bodies and associations support **Seoul Food & Hotel 2017**.

- Ministry of Trade, Industry & Energy (MOTIE)
- Ministry of Agriculture, Food and Rural Affairs (MAFRA)
- Ministry of Food and Drug Safety (MFDS)
- Ministry of Health & Welfare (MW)
- Korea Federation of Small and Medium Business (KBIZ)
- Korea Health Industry Development Institute (KHIDI)
- Korean Society for Food Engineering (KSFE)
- Korean Society of Food Science and Technology (KoSFoST)
- The Korean Society of Food Hygiene and Safety (KoSFoS)
- Korea Distribution Science Association (KODISA)
- Korea Imported Liquor Wholesale's Association (KILWA)
- Rural Development Administration (RDA)
- Korea Wine Association (KWA)
- Korea Food Research Institute (KFRI)
- Korea Importers Association (KOIMA)
- The Korean Dietetic Association (KDA)
- Korea Restaurant Association (KRA)
- Korean Bakers Association (KBA)
- Korea Chefs Association (KCA)
- Gyeonggi-do
- Goyang City



ALLWORLD EXHIBITIONS kotra



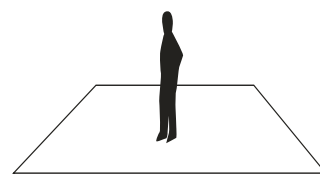
THE VENUE

The **KINTEX exhibition** complex is one of the newest and finest international facilities in North East Asia in size, operational systems and service quality. It is equipped with facilities and infrastructure superior to other exhibition centres all over the world. It is close to both Gimpo and Incheon international airports and a short distance from metropolitan Seoul. It is close to many leading hotels and is within easy reach of the Seoul subway system. After its recent expansion, the centre now occupies over 100,000m² gross of exhibition space. KINTEX is widely recognised as one of the finest centres in Asia, and now one of the finest in the world.

THE ORGANISERS

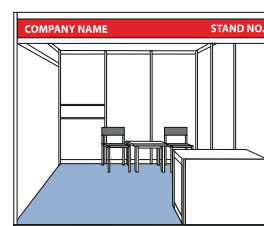
Allworld Exhibitions is Asia's leading organiser of food and hospitality shows, with 15 such events in the region. These events are marked with the famous Apple quality symbol, and include FHC China, FHA in Singapore and HOFEX in Hong Kong, among many others. In its unique partnership with KOTRA, the Korea Trade-Investment Promotion Agency, it has made Seoul Food & Hotel the undisputed entry point to the Korean food, drink and hospitality market.

STAND PACKAGE OPTIONS



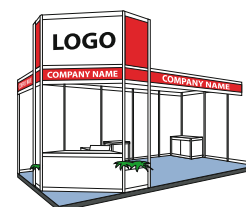
Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

SPACE ONLY
US\$360 per m²
(minimum area 18m²)



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket.

WALK ON STAND
US\$430 per m²
(minimum area 9m²)



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, lockable cupboard, storage, shelving & waste paper basket.

PREMIUM STAND
US\$460 per m²
(minimum area 18m²)

BOOK A STAND NOW!

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