

THE INTERNATIONAL EXHIBITION FOR THE FOOD, DRINK, HOTEL, RESTAURANT, FOODSERVICE, BAKERY & SUPERMARKET INDUSTRIES

SEOUL FOOD & HOTEL 2015

Held in Conjunction with:

WINE KOREA 2015

MEAT KOREA 2015

SEOUL FOODTECH 2015

Including:

SEOUL FOODMAC 2015

SEOUL FOODPACK 2015

SEOUL FOODSAFETY 2015



12-15 MAY, 2015

KINTEX KOREAN INTERNATIONAL EXHIBITION CENTER

CO-HOSTED BY

kotra

KFIA Korean Food Industry Association

kem

ALLWORLD
EXHIBITIONS

www.seoulfoodnhotel.co.kr



SEOUL FOOD & HOTEL 2015

12-15 MAY, 2015 | KINTEX KOREAN INTERNATIONAL EXHIBITION CENTER

As Korea's market for imported food and agricultural products continues to expand, **Seoul Food & Hotel**, the country's largest food and hospitality trade show, offers an increasingly important gateway for international companies to access a senior and trade-only, Korean audience.

With a growing number of Free Trade Agreement partners across the globe that, combined, account for nearly half of all world economic output, Korea offers a unique opportunity for trade in a dynamic market place, and a key access point to the whole of Asia and Pacific region.

Rapid urbanisation, coupled with a young population who have demands for innovative, market-leading food and beverage products, contribute further to Seoul Food & Hotel's position at the focal point of Korea's food and hospitality trade show calendar.



- 13th** world's largest economy
- 49** million consumers
- \$1.3** trillion economy
- \$32,400** per capita income
- 3.8%** projected economic growth for next 3 years
- 80%** Urbanised
- 70%** of agricultural needs are imported

KEY MARKET FACTS

"We came to Korea for the first time to participate at this show, and we are very satisfied with the quality of visitors, number of serious contacts that we have made and the opening of several client accounts."



RENÉ MARRE

EXPORT DIRECTOR, LES VIGNERONS LANDAIS

"Seoul Food & Hotel 2014 provided us with an opportunity to connect with potential buyers in a new market environment. The venue at Kintex was a success for many, a direct result of the strong organization skills of the Organisers. When questions arose or when help was needed their efficient staff provided excellent service."



ROBIN OPENSHAW

VP-CORPORATE DEVELOPMENT, HESTER CREEK WINE

SEOUL FOOD & HOTEL 2015 - A TRULY GLOBAL EXHIBITION

With exhibitors from 45 countries **Seoul Food & Hotel 2014** welcomed participation of 36 official national pavilions coordinated by government bodies, trade export associations & pavilion organisers.

* New country group in 2014

Algeria*	Bulgaria*	Denmark	Italy	Peru	Spain	Uruguay
Argentina	Canada	Ecuador	Japan	Poland	Taiwan	USA
Australia	Chile	Ethiopia	Malaysia	Portugal	Thailand	Vietnam
Austria	China	France	Mexico	Romania*	Tunisia	
Belgium	Colombia	Germany	Netherlands	Russia*	Turkey	
Bolivia*	Cuba*	India	New Zealand	Saudi Arabia	UK*	
Brazil*	Czech Republic	Indonesia	Norway	South Korea	UAE	

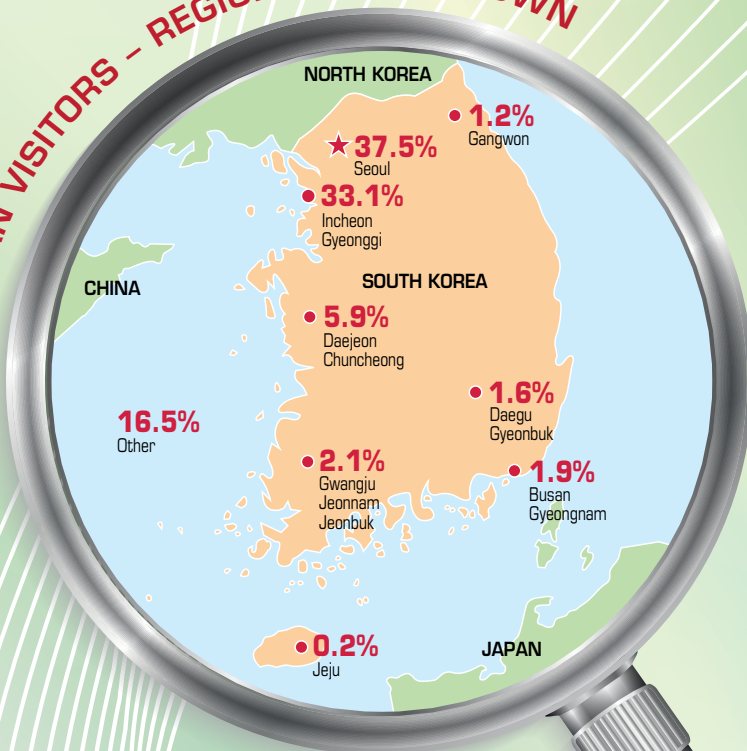


Photos taken at Seoul Food & Hotel 2014

SHOW FACTS

- 64,831m²** of exhibition area
- 16,218m²** dedicated to the International Hall
- 52,800** trade visitors from all over Korea + **6** continents
- 3,274** overseas visitors from **6** continents
- 574** exhibiting companies from **45** countries
- 36** international pavilions

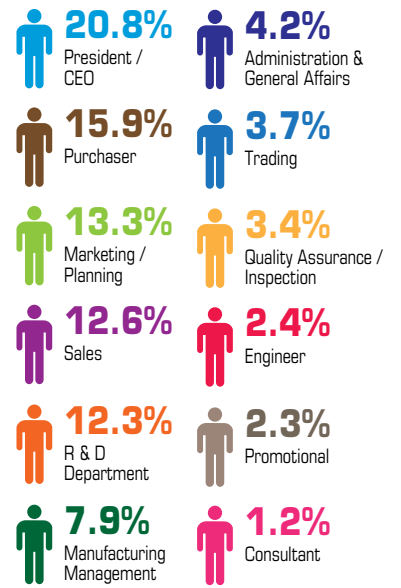
49,526 KOREAN VISITORS - REGIONAL BREAKDOWN



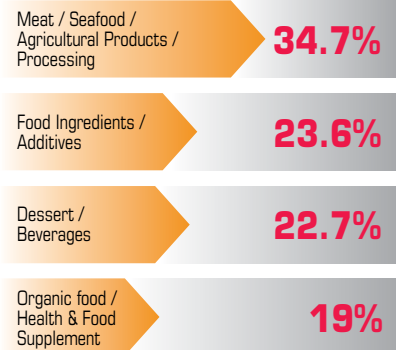
"Great show in a great venue. I would recommend it to other companies looking to expand in Korea."

 **CATHERINE WONG**
SALES & MARKETING DIRECTOR, **THE CHAI COMPANY**

VISITOR JOB FUNCTION



PRODUCT INTEREST



FOCUSED SECTORS & A WIDE VARIETY OF PRODUCT SECTORS

MEAT KOREA



- Meat & Poultry
Meat Korea is dedicated to meat producers & processors looking to develop their business in Korea.

WINE KOREA



- Wine & Spirits
Wine Korea provides the most established marketing platform in Korea for both new to market & established wine brands.

- Seafood
- Beverages - Non Alcoholic
- Beer
- Tea & Coffee
- Canned & Processed Foods
- Confectionery
- Cheese & Dairy
- Food Ingredients

- Fresh Produce
- Frozen & Chilled Food
- Gourmet Food
- Health Food
- Organic Food & Drink
- Baby Food
- Food Services, Kitchen & Hospitality Equipment



INDUSTRY SUPPORT

All of the leading industry and governmental bodies and associations support **Seoul Food & Hotel 2015**.

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

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.



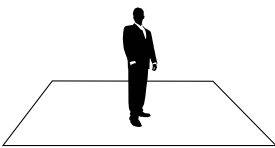
THE ORGANISERS

Allworld Exhibitions is Asia Pacific'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

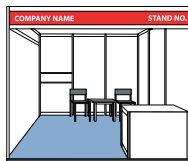
SPACE ONLY



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

US\$340 per m²
(minimum area 18m²)

WALK ON STAND



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

US\$410 per m²
(minimum area 9m²)

PREMIUM PACKAGE



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, lockable cupboard, display cube, logo tower & shelves.

US\$440 per m²
(minimum area 18m²)

FOR FURTHER INFORMATION - PLEASE CONTACT YOUR NEAREST OFFICE:



www.seoulfoodhotel.co.kr



Korea Trade-Investment
Promotion Agency



WORLDWIDE

Overseas Exhibition Services Ltd
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KINTEX,
Korea International Exhibition Center

Fax Reply

Fax +44 (0)20 7840 2111

Please contact me to discuss:

- Seoul Food & Hotel 2015
- Wine Korea 2015
- Meat Korea 2015

I would like to exhibit at:

- Seoul Food & Hotel 2015*
- Wine Korea 2015*
- Meat Korea 2015*

Stand Size

- 3m x 3m
- 4m x 6m
- 3m x 6m
- 6m x 6m
- 3m x 9m
- Other: _____ m²

I would like to exhibit in a:

- National or Regional group*

Stand Type

- Space Only - US\$340 per m² (minimum 18m²)
- Walk on Stand - US\$410 per m² (minimum 9m²)
- Premium Stand - US\$440 per m² (minimum 18m²)

Your Details

Company: _____

Contact: _____ Position: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Fax: _____

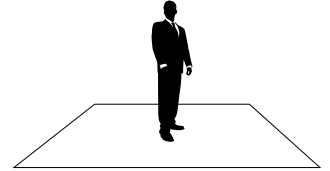
Email: _____

Products: _____

Special Requirements

* Please note that completion of this form constitutes no commitment of any kind

STAND PACKAGES

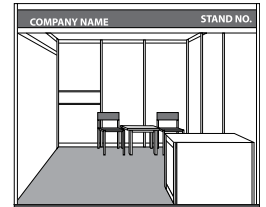


SPACE ONLY

US\$340 per m²

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

(minimum area 18m²)

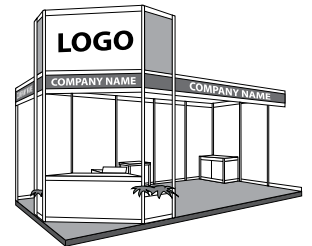


WALK ON STAND

US\$410 per m²

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

(minimum area 9m²)



PREMIUM PACKAGE

US\$440 per m²

Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, lockable cupboard, display cube, logo tower & shelves.

(minimum area 18m²)

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kem

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For further information
please contact your
nearest office

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