

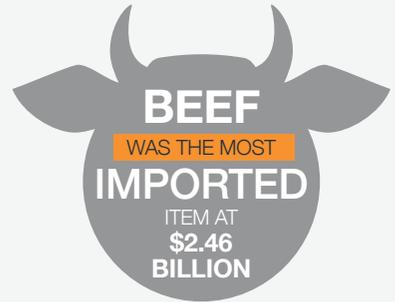
KOREAN MARKET SNAPSHOT



SOUTH KOREA'S FOOD IMPORTS SURPASS **US\$27 BILLION** IN 2018



7% INCREASE IN FOOD **IMPORTS** SINCE 2016



BEEF WAS THE MOST **IMPORTED** ITEM AT **\$2.46 BILLION**

4th **LARGEST** **ECONOMY** IN ASIA



11th **LARGEST** **ECONOMY** IN THE WORLD

10%

WINE IMPORT GROWTH YEAR ON YEAR



\$210

MILLION **KOREA'S WINE** IMPORTS IN 2017

OVER

\$43 **BILLION**

IN GLOBAL IMPORTS



3% GDP

ANNUAL GROWTH **FORECAST** BETWEEN 2016-2020



\$38.3K

GDP PER CAPITA



THE **CHEESE** **MARKET** **GREW 15-FOLD** IN VOLUME OVER THE LAST 20 YEARS



18.55 MILLION TONS OF FOOD FROM **166** COUNTRIES IN 2018

70%

OF FOOD NEEDS RELY ON **IMPORT**

NUTS & FRESH FRUIT **IMPORTS** SHOW THE MOST PROMISE **FOR GROWTH**



THE AVERAGE DAIRY INTAKE PER PERSON HAS GROWN TO

76.4 kg ANNUALLY

SEOUL FOOD & HOTEL'S CONTINUED SUCCESS

As Korea's largest International Exhibition, SFH delivers high-quality Korean buyers, decision-makers and industry experts to source premium goods, view worldwide industry trends, and an opportunity to discuss future business ideas across sectors.

Exhibitor profile

SFH covers a wide variety of sectors, bringing professionals together from across the industry.



MEAT



WINE & SPIRITS



SNACKS & CONFECTIONERY



SPECIALITY
TEA & COFFEE



DAIRY



FRESH PRODUCE



HALAL



FOOD INGREDIENTS



DRINKS



FOODSERVICE
EQUIPMENT



ORGANICS



BAKERY &
PASTRY

4 days of specialised events

The Culinary Challenge

The SFH Culinary Challenge returned for its 5th anniversary edition, once again as a WACS (World Association of Chef Societies) endorsed the event and continuing its role as one of Korea's most important culinary competitions. The 2019 edition was the largest to date and saw over 300 chefs competing – largely from leading chef colleges across Korea, but also with international teams from the Philippines, Malaysia, Taiwan and Thailand as well. The event continues to grow in size and international recognition, and once again saw an improved standard of culinary skill from those competing.

Wine Korea

The Korean wine market continues to grow at an impressive rate – 2018 saw a 16.2% increase in import value from 2017, and the consistent growth over the past 10 years shows no signs of stopping. In addition to this, the diversity of wines available in Korea is also developing and wines from every corner of the world are now seeing an expanded presence in the Korean market. Wine Korea encourages Korea's leading wine buyers, importers and sommeliers to participate, and gives them a platform to interact and learn more about the international wine producers.

Informative seminars

Wine Korea incorporates a day of informative seminars, lead by the Korean Wine Association – by creating engaging content, the wine industry personnel present at SFH are given a whole day of useful knowledge about the global wine market. After the seminar sessions have ended, a tasting session takes place and all participating wine companies are then passed the contact details of those buyers involved.

The wineries

Participating wineries are also given additional exposure to the Korean market, through dedicated marketing channels before and after the show. With Korea's largest wine publication Wine Review, informative articles about the wine producers, their product, contact details and availability are shared – meaning the promotion of wine companies through Wine Korea is not limited to 4 days of Seoul Food & Hotel.



HOW BIG IS THE SHOW?

 **76,121m²**
EXHIBITION
AREA



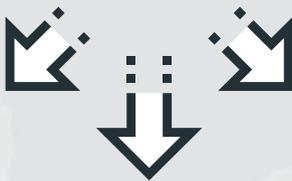
1,559
EXHIBITING COMPANIES
INCLUDING
664 INTERNATIONALS

 **32**
NATIONAL
PAVILIONS

90% 
OF EXHIBITORS SAID
**THEY ACHIEVED
THEIR OBJECTIVES**

43% 
OF VISITORS ARE
DIRECTLY INVOLVED WITH
IMPORTING

44%
OF VISITORS ARE
**DECISION
MAKERS**



40
COUNTRIES
REPRESENTED

3,020
STANDS
INCLUDING
750
INTERNATIONALS

85%
OF VISITORS
**WILL
RETURN**
IN 2020

82% OF EXHIBITORS EXPECT
**TO RECEIVE
ORDERS** 

Visitor breakdown

Total visitors → 50,335

International visitors → 3,506





Visitor by interest

Agricultural products (15,186)	14.5%	Food additives/ingredients (13,253)	12.7%
Seafood products (9,316)	8.9%	Health/Organic foods (9,983)	9.5%
Meat products (6,207)	5.9%	Beverage/coffee/tea (8,823)	8.4%
Poultry products (2,376)	2.3%	Wine/liqour (2,933)	2.8%
Dairy products (6,792)	6.5%	Bakery/confectionary (7,767)	7.4%
Processed foods (21,903)	21%		

Visitor profile

BUSINESS TYPE	NO.	%	BUSINESS TYPE	NO.	%
Food	41,933	61.4%	Hotel / Resort	748	1.1%
Beverage / Liquor	4,068	6.0%	Restaurant / Franchise	2,838	4.2%
Packaging Machinery	4,250	6.2%	Logistics	178	0.3%
Food equipment	6,649	6.8%	Press	101	0.1%
Foodservice / Catering	1,618	2.5%	Organisations / Associations	464	0.7%
Agriculture / Livestock / Seafood Producer	1,666	2.4%	Research institute	731	1.1%
Hyper market / Dept store	1,237	1.8%	University / Academy	150	0.2%
Home shopping / Social commerce	1,081	1.6%	Others	1,491	2.2%
Supermarket / Convenience store	1,092	1.6%			

Don't take our word for it...

"Very educational and informative. We are still setting up our bottling operation so our attendance is maybe premature. However, it is a valuable learning experience moving forward. We certainly may see sales directly as a result of the attendance"

Sales Representative, Pleasant Valley Oil Mills Ltd

"We are pleased with the quality of the show. The show is well organised. Very effective in every aspect"

CEO, Crown Products INC

"It is very helpful to understand Korean culture and general consumer expectation or preferences such as packaging style and wording as well as consumer habits and store front displays in Korea"

Sales Representative, Hercules Food Industrial Co. Ltd

"The show is a place for all countries to unite in one place and share their culture through food"

President, Park Tak International Corporation

INDUSTRY SUPPORT

Leading industry and governmental bodies and associations support

- Ministry of Agriculture, Food and Rural Affairs(MARFA)
- Ministry of Food and Drug Safety(MFDS)
- GyeongGi-Do
- Korea Food Research Institute(KFRI)
- Korean Society of Food Science and Technology(KoSFoST)
- The Korean Dietetic Association(KDA)
- Korea Foodservice Industry Association (KFIA)
- Korea Chefs Association(KCA)

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.



ORGANISERS



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow.

Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

BOOK YOUR STAND

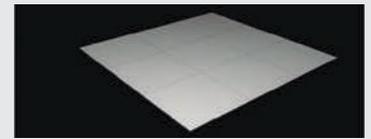
Stand type

- SPACE ONLY** US\$390 per m² (minimum 18m²)
- WALK ON STAND** US\$460 per m²
- PREMIUM STAND** US\$490 per m² (minimum 18m²)

Stand size

- 3m x 3m
- 3m x 6m
- 3m x 9m
- 6m x 6m
- 6m x 9m
- Other m x m

STAND PACKAGES



SPACE ONLY
EARLY BIRD US\$360
 normally US\$390 per m²
 (minimum area 18m²)

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



WALK ON STAND
EARLY BIRD US\$430
 normally US\$460 per m²
 (minimum area 9m²)

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



PREMIUM STAND
EARLY BIRD US\$460
 normally US\$490 per m²
 (minimum area 18m²)

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

EARLY BIRD RATE US\$360 per m²

BOOK YOUR SPACE BEFORE 31ST OCTOBER 2019

Korea

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