

SFH
FOOD & HOTEL
SEOUL

1 - 4 June 2021
KOREAN INTERNATIONAL
EXHIBITION CENTER (KINTEX)

with:



SEOUL FOOD 2021
International Food Industry Exhibition, Seoul

HORECATECH | FOODTECH | FOODPACK

in conjunction with:

CULINARY CHALLENGE

Korea's largest International Food Industry Exhibition

SEOUL FOOD & HOTEL

The leading platform connecting you with key business partners in Korea

Seoul Food & Hotel has had long running success as the largest international food and hospitality tradeshow in Korea and as part of the Informa Markets' Hospitality, Food & Beverage portfolio, Seoul Food & Hotel continues to bring together high quality buyer, decision makers and industry experts to source premium goods, view worldwide industry trends, and discuss future business ideas across sectors.

SEOUL FOOD covers Domestic Food Pavilion, HORECATECH, FOODTECH, and FOODPACK as well as **Seoul Food & Hotel**, the brand of SEOUL FOOD's International Food Pavilion

Products Under One Roof Explore a wide variety of sectors across the hospitality, food and beverage industry



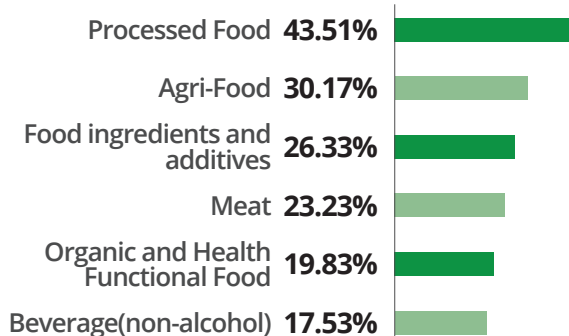
Korean Market at a glance



Connect With The Qualified Visitors



Visitors' Main Interests (2019, multiple choice)



CONCURRENT EVENTS

CULINARY CHALLENGE

Be a sponsor and enhance your company's exposure



Korea's world class culinary competition endorsed by Worldchefs and co-organised by Korea Chefs Association

- Over 350 international chefs present a dish highlighting the products sponsored by exhibitors and compete with each other for 4 days to become the champions
- Grab the opportunity to introduce your products to professional chefs and increase brand awareness at the event

* 2019 Sponsored by



FOODTECH | FOODPACK | HORECATECH

Seoul Food & Hotel along with Seoul Food offers a one-stop business platform featuring the most extensive line-up of leading FOODTECH, FOODPACK and HORECATECH suppliers in Korea. This is the top choice for suppliers who are looking to establish their presence or further nurture their business networks with key buyers in Korea.

Meet over 300 exhibitors from the entire spectrum of food processing & packaging technologies and solutions and seize the chance to meet key decision makers, buyers and influencers who will be at Seoul Food & Hotel to seek out the latest innovative products and solutions.



WINE & SPIRITS



Korea's wine imports totaled a record high US\$259 million in 2019, up 6.3% from 2018. All industry experts including importer, distributor and sommelier would gather to interact and discover new international wine & spirits



Informative wine seminar lead by Korea Wine Association to share useful knowledge about the global wine market. A tasting session takes place at the exhibition hall to connect the exhibitors & buyers and build the network

BIZ CONSULTING



To facilitate connections and maximise on your business opportunities for entry into the Korean market, Seoul Food & Hotel provides 1:1 matchmaking between international exhibitors and local buyers



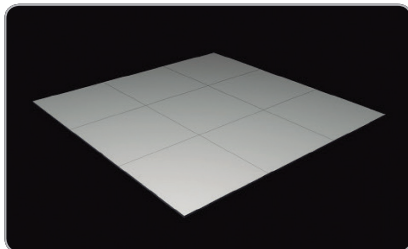
Meet selected importers, distributors and manufacturers throughout the show days. Key invited Buyers in 2019: Ministop Korea, Samsung Everland, CJ Freshway, Daesang, Homeplus, E Mart, and more

KEY BUYERS AT SFH2019

Manufacturer	Importer / Distributor	Wholesaler / Retailer	Hospitality
<ul style="list-style-type: none"> • CJ • Daesang • Ottogi • Nongshim • SPC • Lotte Food • Dongwon F&B • Samyang Corporation • Samyang Foods • Danone Pulmuone • LG Household & Health Care 	<ul style="list-style-type: none"> • Samsung Welstory • Shinsegae Food • CJ Freshway • Hyundai Green Food • Ourhome • Dongwon Home Food • Daesang • Lotte Chilsung Beverage • Hitejinro 	<ul style="list-style-type: none"> • E Mart • Lotte Mart • Homeplus • GS Retail • BGF Retail • Coupang • Market Kurly • CJ O Shopping • NS Shopping • 11ST 	<ul style="list-style-type: none"> • Hilton • Hyatt Corporation • Marriott International • Lotte Hotels & Resorts • Hotel Silla • Shinsegae Chosun Hotel • Hanwha Hotels & Resorts • Sono Hotels & Resorts • Haevichi Hotels & Resorts • Walkerhill Hotels & Resorts



BOOK YOUR STAND



SPACE ONLY
US\$400 per m²
 (minimum area 18m²)

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



WALK ON STAND
US\$470 per m²
 (minimum area 9m²)

Includes walls, fascia board, carpet, information desk, table, chairs, shelving, lighting, 1kw electricity, power point, trash bin



PREMIUM STAND
US\$500 per m²
 (minimum area 18m²)

Includes walls, fascia board, carpet, information desk, table, chairs, shelving, cupboard, showcase with company logo, lighting, 2kw electricity, power point, trash bin

BOOK YOUR STAND BEFORE 30TH NOVEMBER 2020
EARLY BIRD DISCOUNT US\$40 PER m²

Korea

Jina (Hyunjin) Kim

T: +82 (0)2 6715 5409

E: jina.kim@informa.com

International

Stella Lee

T: +44 (0)20 7560 4043

E: stella.lee@informa.com

International - Asia

Jorinda Tan

T: +65 6233 6653

E: jorinda.tan@informa.com

