SFH
FOOD & HOTEL
SEOUL

SEOUL FOOD & HOTEL 2024
POST SHOW REPORT

11 - 14 JUNE 2024, KINTEX, KOREA

www.seoulfoodnhotel.com

SHOW FIGURES

Domestic 808 | International 795

1,603 EXHIBITORS

53,305 VISITORS

From 70 countries around the world

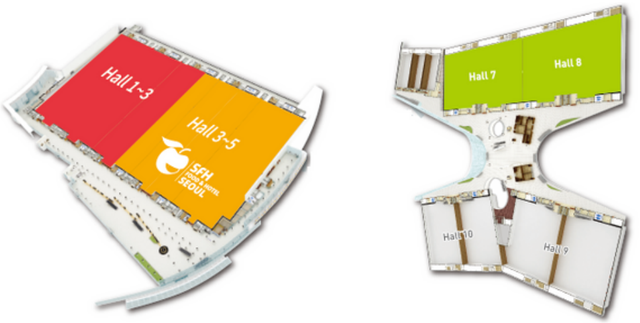
26% increased YoY

41 pavilions from 29 countries and regions

51 EXHIBITING COUNTRIES

76,121 m² EXHIBITION AREA

7 Exhibition halls of KINTEX



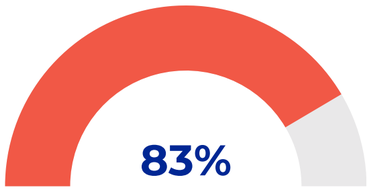
EXHIBITOR PROFILE

TOP 10 COUNTRIES

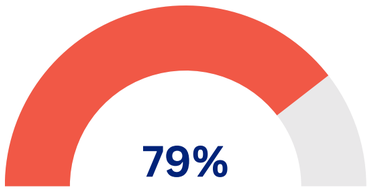
1	CHINA	6	INDIA
2	USA	7	CANADA
3	TURKIYE	8	AUSTRALIA
4	THAILAND	9	VIETNAM
5	SPAIN	10	PERU

TOP 5 EXHIBITING PRODUCTS

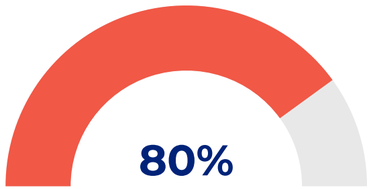
1	AGRICULTURE PRODUCTS
2	PROCESSED FOOD
3	HEALTH / ORGANIC FOODS
4	FOOD ADDITIVES / INGREDIENTS
5	BAKERY / CONFECTIONERY



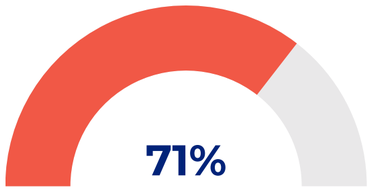
Satisfied with SFH



Will return in 2025



Will recommend to colleagues



Satisfied with buyer quality

WHAT EXHIBITORS SAID ABOUT US

Norway Seafood Council / Manager / Mia Sætre Bernhardsen

“Norwegian seafood pavilion attracted a lot of visitors, and the feedback from all Norwegian exporters regarding their participation in Seoul Food & Hotel is very positive. It has been a great opportunity to engage with various distributors, importers, and wholesalers.”

PROMPERU / Trade Commissioner / Erick Garcia Gonzalez

“Seoul Food & Hotel is indeed the best place to conduct business in the food industry here in Korea. This fair is very important, and we plan to continue participating next year with more companies”.

MY MOCHI / Chief Marketing Officer / Brigette Wolf

“Everyone's reaction to our product has been really incredible. Seoul Food & Hotel brings an interesting community together for us. Buyers, importers, distributors, and all the exhibitors here are very supportive and eager to share their experiences and contacts with each other.“

VISITOR STATISTICS

BUSINESS NATURE

Manufacturer	42.0%
Distributor	23.4%
Importer	8.8%
Research	8.2%
Wholesaler	5.5%

MAIN OBJECTIVE

Discover latest industry trends	35.4%
Find new partners for collaboration	28.2%
Find new suppliers	13.7%
General visit	10.1%
Source new products	10.0%



MAIN INTEREST – FOOD & BEVERAGE

Processed Food	28.50%
Agriculture Product	23.18%
Food Additives / Ingredient	22.29%
Frozen Food	21.23%
Health / Organic Food	18.71%
Meat Product	18.21%
Convenience Food	17.25%
Beverage / Coffee / Tea	16.69%
Condiment / Seasoning / Oil	15.92%
Bakery / Confectionery	14.28%
Vegan / Alternative Protein	13.76%
Dairy Product	13.21%
Seafood Product	12.75%
Halal Food	7.68%
Wine / Liquor	6.41%

VISITOR STATISTICS

MAIN INTEREST – FOODTECH & FOODPACK & HORECATECH & FOODSAFETY

Food Processing Machinery	15.23%
Packaging Machinery & Component	14.38%
Packaging Materials & Packaging container	12.39%
Packaging Technology	8.13%
Packaging Processing Machinery	7.72%
Packaging Design	7.05%
Food Preservation Technology	6.80%
Packaging Print Machinery	5.82%
Food Hygiene Equipment	5.72%
Eco-Friendly Packaging	5.36%
Food IT Equipment	5.25%
Logistic Machinery and Service	4.78%







WHO VISITED US



and many more manufacturers, distributors, importers, hotels and restaurants

COUNTRY OF HONOR

We were proud to welcome the **EU(European Union)** as our Country of Honour this year. As part of the ‘Colours by Europe. Tastes of Excellence’ campaign, the EU, with its rich culinary heritage and commitment to food safety, quality, and sustainability, brought an unparalleled level of excellence to Seoul Food & Hotel 2024.









The European organic food workshop and cooking show led by the EU provided valuable insights into the region’s food culture and industry trends. EU successfully showcased the main products of its 27 member countries and drew visitors to the pavilions of the EU countries.

EVENT HIGHLIGHTS

“CULINARY CHALLENGE” – THE BEST AND LARGEST WORLDCHEFS CULINARY COMPETITION IN KOREA

The Culinary Challenge, a renowned cooking competition in Korea, attracted 350 chefs from 6 countries. This event brought together both skilled culinary professionals and chefs from across South Korea, alongside international chefs from Taiwan, Malaysia, Vietnam, Thailand, and the Philippines. Endorsed by WORLDCHEFS and co-organised by KCA, the Challenge has established its reputation as a prestigious and the most sought-after competition among chefs worldwide.









This year, we were fortunate to have four esteemed food and equipment sponsors – INTERPORC, Nestle Professional, Original Belgian Fries, and TFS. Their support not only helped us successfully host the competition but also provided a platform to foster the growth of young chefs and maximise brand visibility. Their partnerships were valuable in making this year’s competition a resounding success.

EVENT HIGHLIGHTS

BIZ MATCHING

This year's Biz Matching programme successfully connected international exhibitors with local buyers, facilitating important business interactions. Over the course of four days, 79 exhibitors from 21 countries engaged in 221 productive business meetings with 56 local manufacturers, distributors and importers.



JAMONES IBÉRICOS BLÁZQUEZ S.L. / Export Department / Mar Maldonado

"We want to express our sincere gratitude for the outstanding organization, excellent service, and attention to detail during the Biz Matching event. It was a remarkable experience from the seamless registration to the quality networking opportunities, every aspect was executed flawlessly."

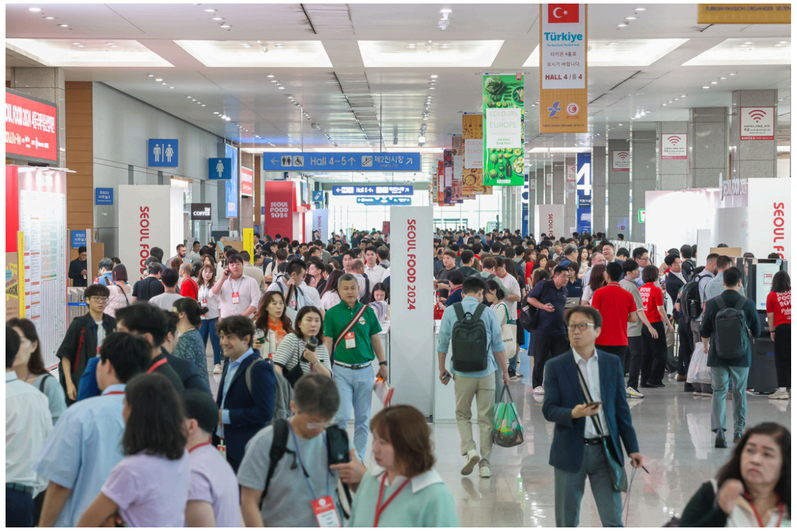
EXHIBITOR SEMINAR

The Exhibitor Seminar featured a variety of engaging activities, including product showcases, live cooking demonstrations, and informative presentations that delivered valuable insights into industry trends. Attendees left the event with a deeper understanding of industry, valuable knowledge, and practical tools for their businesses.



PHOTOS


ENJOY
IT'S FROM
EUROPE
EUROPEAN UNION
COUNTRY
OF HONOUR
지속가능성
DIVERSITY
CANADA


Türkiye
HALL 4 / 5 / 4
SEOUL FOOD 2024


Türkiye
Turkish
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KIRLIOGLU
TEKSUT
SEVEN FOODS LTD.
DFS FOOD


SEOUL FOOD &
HOTEL 2024
6.11 ~ 14
국제관
[FOOD INTERNATIONAL]
ITALIA
DISCOVERING ITALIAN FOOD & BEVERAGE


Global
Foodservice
Trends 2024
빠른 트렌드 변화
즉시성
소비자와 접점 확대
당최코 하이볼 출시
KINTEX

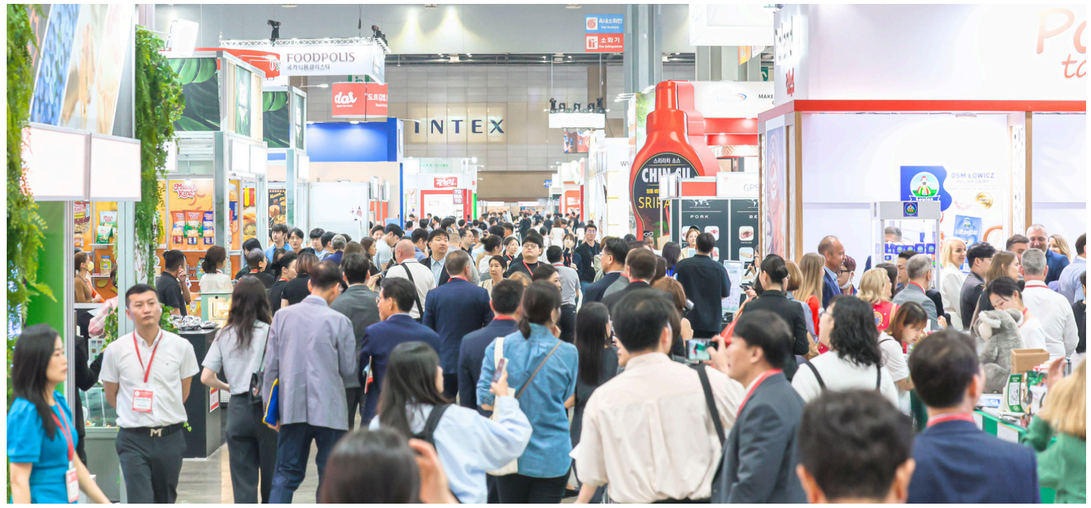

Extremadura
스페인
USA BUSINESS
HABLA
COLOMA

PHOTOS


Poland
PRESS


Denmark
4C503


Türkiye
your
organic
grains


FOODPOLIS
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