



**10 - 13 JUNE 2025**  
**KINTEX, KOREA**

# POSTSHOW REPORT

With

**SEOUL FOOD 2025**

In conjunction with

**CULINARY CHALLENGE**

Organiser



**informa**markets

**kotra**

Korea Trade-Investment  
Promotion Agency



seoulfoodnhotel

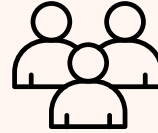


## KEY FACTS & FIGURES



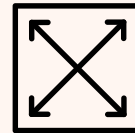
**1,639**

Exhibitors  
from **45** Countries



**45,332**

Visitors  
from **47** Countries



**76,000**sqm

Exhibit Space

## EXHIBITOR ANALYSIS

### TOP 10 EXHIBITING COUNTRIES

1.



CHINA

2.



USA

3.



POLAND

4.



THAILAND

5.



TURKIYE

6.



VIETNAM

7.



CANADA

8.



PHILIPPINES

9.



INDIA

10.



SPAIN

### TOP 5 EXHIBITING PRODUCTS

#### FOOD & BEVERAGE

1. Processed Food
2. Agricultural Product
3. Frozen Food
4. Convenience Food
5. Health / Organic Food

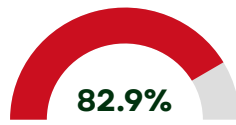
#### FOODTECH & FOODPACK & HORECATECH & FOODSAFETY

1. Food Processing Machinery
2. Packaging Machinery & Components
3. Packaging Materials & Packaging Container
4. Packaging Related Machinery
5. Food Service System

## EXHIBITOR SATISFACTION INDEX



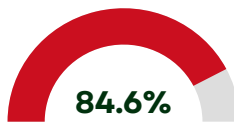
Satisfied with  
SFH



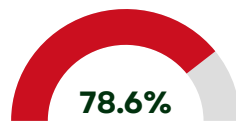
Satisfied with  
Buyer Quality



Generated new  
Business Opportunities



Contributed to  
revenue growth



Will recommend  
to colleagues



Will return  
in 2026

## WHAT EXHIBITORS SAID ABOUT SFH



“ We had so many highlights at this year’s event. We’ve met numerous great professionals from Korea’s food industry and receiving tremendous interest in our products. ”

- AZIENDA AGROALIMENTARE SEIDITA SRL



“ I had the pleasure of meeting many excellent Korean customers, including those I had previously only interacted with via video calls—and connecting in person made a remarkable difference. The quality of attendees here has been truly excellent, and I will definitely be returning in 2026. ”

- WIDE OPEN AGRICULTURE



## VISITOR ANALYSIS

### BUSINESS SECTOR

1. Manufacturer	<b>39.59%</b>
2. Distributor	<b>23.73%</b>
3. Importer	<b>9.73%</b>
4. Researcher	<b>7.45%</b>
5. Wholesaler	<b>5.16%</b>

### MAIN OBJECTIVE

1. Discover latest industry trends	<b>35.65%</b>
2. Find new partners	<b>27.82%</b>
3. Find new suppliers	<b>14.33%</b>
4. General visit	<b>10.89%</b>
5. Source new product and technology	<b>9.39%</b>

### MAIN INTEREST **FOOD & BEVERAGE**

Processed Foods	<b>29.00%</b>	Condiments / Seasonings / Oils	<b>15.67%</b>
Agriculture Products	<b>23.52%</b>	Bakery / Confectionery	<b>14.67%</b>
Food Additives / Ingredients	<b>21.52%</b>	Dairy Products	<b>13.75%</b>
Frozen Foods	<b>21.27%</b>	Seafood Products	<b>13.70%</b>
Health / Organic Foods	<b>18.20%</b>	Vegan/Alternative Proteins	<b>12.82%</b>
Meat Products	<b>18.09%</b>	Food Information Service	<b>8.78%</b>
Convenience Foods	<b>17.57%</b>	Halal Foods	<b>8.70%</b>
Beverage / Coffee / Tea	<b>17.06%</b>	Wine/Liquor	<b>6.03%</b>

### MAIN INTEREST **FOODTECH**

Food Processing Machinery	<b>21.16%</b>
Food Preservation Technology	<b>9.02%</b>
Food IT Equipment	<b>8.33%</b>
Food Transportation Equipment	<b>6.52%</b>
Food Service System	<b>4.92%</b>

### MAIN INTEREST **FOODPACK**

Packaging Machinery & Component	<b>18.92%</b>
Packaging Materials & Packaging Container	<b>14.94%</b>
Packaging Processing Machinery	<b>11.16%</b>
Packaging Technology	<b>9.74%</b>
Packaging Design	<b>8.64%</b>

### MAIN INTEREST **HORECATECH**

Kitchen & Restaurant Machinery	<b>4.88%</b>
Food Service Technology	<b>4.06%</b>
Kitchen Appliances & Furniture	<b>3.46%</b>
Bakery & Confectionery Equipment	<b>3.37%</b>
Coffee Machinery	<b>2.74%</b>

### MAIN INTEREST **FOODSAFETY**

Food Hygiene Equipment	<b>7.24%</b>
Food Inspection & Analysis Instruments	<b>5.59%</b>
Hygienic Apparel & Supplies	<b>5.36%</b>
Sterilizer	<b>4.22%</b>
Safety Related Items	<b>4.21%</b>



## KEY VISITORS

### MANUFACTURER

CHEILJEDANG  
 DAESANG  
 DONGWON F&B  
 LOTTE WELLFOOD  
 NONGSHIM  
 OTOKI  
 SPC SAMLIP  
 PULMUONE  
 SAMYANG FOODS  
 DONGSUH  
 SAMYANG CORPORATION  
 ORION  
 BINGGRAE  
 SEOUL MILK  
 MAEIL DAIRIES  
 SEMPIO FOODS  
 SAJO  
 SHINSEGAE FOOD

### WHOLESALE & RETAILER

EMART  
 LOTTE MART  
 HOMEPLUS  
 GS RETAIL  
 BGF RETAIL  
 7-ELEVEN  
 CJ OLIVEYOUNG  
 KURLY  
 ELAND RETAIL  
 LOTTE DEPARTMENT STORE  
 HYUNDAI DEPARTMENT STORE  
 LOTTE HOMESHOPPING  
 HYUNDAI HOMESHOPPING  
 NS HOMESHOPPING  
 NONGHYUP

### IMPORTER & DISTRIBUTOR

CJ FRESHWAY  
 HUNDAI GREEN FOOD  
 SAMSUNG WELSTORY  
 COUPANG  
 OURHOME  
 LF FOOD  
 DONGWON HOME FOOD  
 LOTTE INTERNATIONAL  
 SPC GFS

### HOTEL & RESTAURANT

LOTTE GRs  
 CJ FOOD VILLE  
 SAMSUNG C&T  
 HANWHA FOODTECH  
 ELAND EATS  
 KOREAN AIR C&D SERVICE  
 ANANTI  
 JOSUN HOTELS & RESORTS  
 LOTTE HOTELS & RESORTS  
 LEGOLAND KOREA  
 PIZZA HUT KOREA  
 BURGER KING  
 KFC KOREA



## EVENT HIGHLIGHTS

### CULINARY CHALLENGE



The Culinary Challenge celebrated its **10th anniversary** this year with **the largest event in its history**.

This milestone edition brought together **650 competitors from 8 countries**—including Taiwan, Malaysia, Thailand, Philippines, Sri Lanka, Singapore, and Hong Kong—competing across **18 diverse categories**.

With **participation surging by an impressive 185%** from the previous year, the event has firmly established itself as **a premier culinary competition** recognized both in Korea and on the world stage.



Sponsored by



**Six valued sponsors** played a key role in elevating the competition by supplying essential resources ranging from premium ingredients to dish, hygiene and sanitation products.

Notably, **Gold sponsors** enhanced the Culinary Challenge experience by operating a dedicated **Chef's Lounge & promotional booth** to showcase their products and provide catering services to attendees.

Sponsoring the Culinary Challenge offers a powerful brand marketing opportunity – boosting visibility and showcasing products directly to a targeted audience of aspiring young chefs and culinary professionals.

This dynamic energy further cemented the Culinary Challenge as a **must-attend destination** for rising talent and seasoned chefs alike. Join the movement shaping the future of food!





## EVENT HIGHLIGHTS

### BIZ MATCHING

A total of **286 tailored meetings** were arranged between **123 international companies** from **23 countries** and **89 key Korean buyers**.

Through our exclusive Business Matching Program, International exhibitors had the valuable opportunity to engage in **meaningful business meetings** with leading Korean importers and distributors.

Taking place in a private Business Matching Lounge - away from the busy show floor- these exclusive **one-on-one meetings** empowered exhibitors to explore new opportunities for a successful entry into the Korean market.



### CONFERENCE & INDUSTRY SEMINARS

Over the course of the four-day exhibition, a wide range of seminars and conferences added significant value for every attendee.

From **complimentary trend-spotting seminars** covering the latest industry insights to **premium, paid conferences** exploring cutting-edge food tech innovation, the program was designed to engage a broad professional audience.

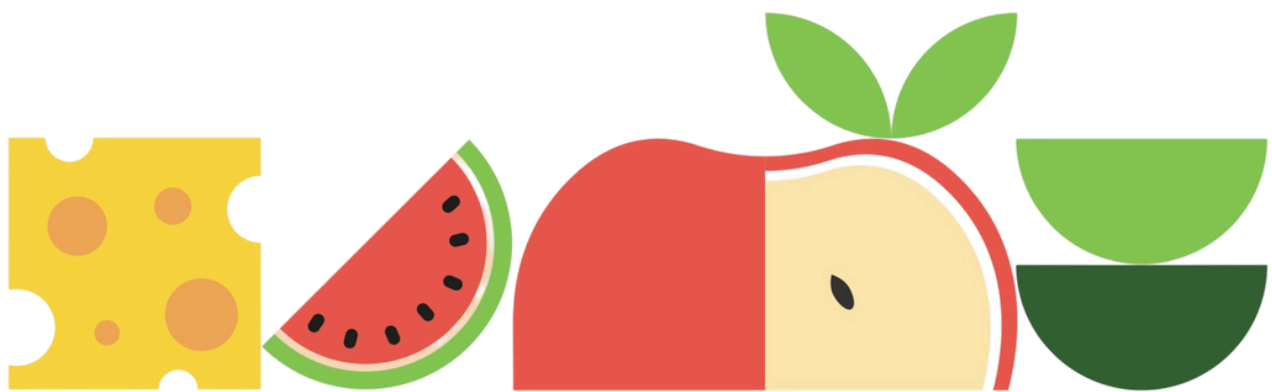
**Led by renowned experts across diverse sectors**, the sessions delivered meaningful knowledge that broadened perspectives and enhanced the overall exhibition experience.

brought to you by



in collaboration with





# 2026 **SEOUL** FOOD&HOTEL

9-12 JUNE 2026 | KINTEX, KOREA



## See You at SFH2026

Informa Markets Korea Corporation

T. +82 2 6715 5400

E. [sfh-info@informa.com](mailto:sfh-info@informa.com)

[www.seoulfoodnhotel.com](http://www.seoulfoodnhotel.com)

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Organiser



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