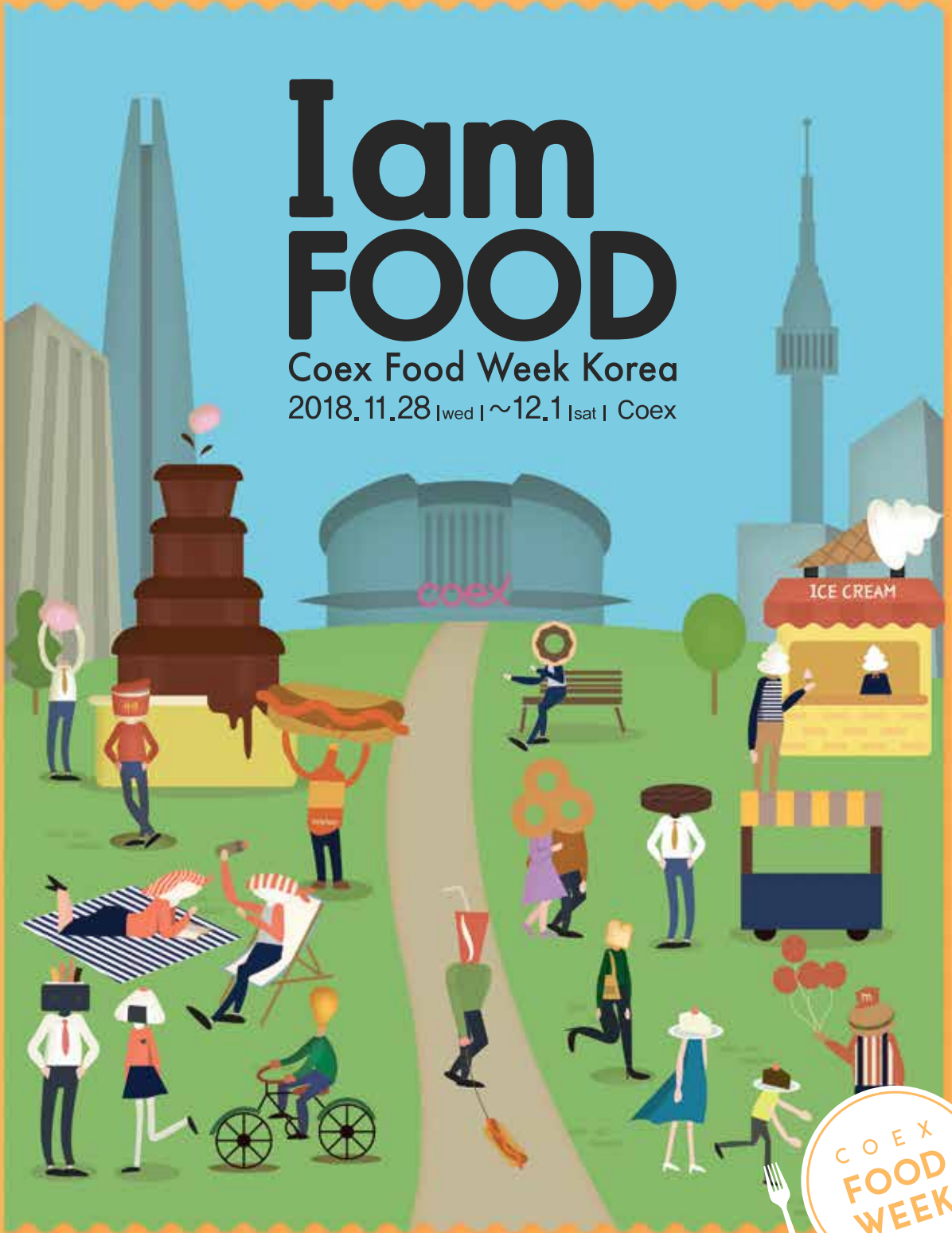


# I am FOOD

Coex Food Week Korea  
2018.11.28 |wed| ~12.1 |sat| Coex



COEX  
FOOD  
WEEK

COEX FOOD WEEK KOREA

# COEX FOOD WEEK KOREA 2018

**Dates** | November 28th (Wed.) – December 1st (Sat.), 2018

**Venue** | Coex Halls A – D(36,007sqm), Seoul, South Korea

**Expected Scale** | 1,000 Companies, 1,800 Booths , 30 Countries

**Concurrent Events** |

Food Packaging Fair, HMR Fair, Noddle Fair, Bakery Fair, Kitchen Fair, Dessert Show Korea, Kitchen & Dining Show

**Organized by** |    

**Sponsored by** |  SEOUL METROPOLITAN GOVERNMENT

**Exhibit Items** |

Food/Beverage, Machinery/Kitchen Utensils, Cooking Equipment/Kitchen Utensils, Package/Label, Store Facilities/Interior, Kitchen-Table Deco, Service/Online, HMR, Bakery, Dessert, Education/Sponsor, Press and more

## Testimonial from Food Week Korea 2017

### BUYER from Argentina

I had a great experience at COEX food week. It offered a wide variety of products from different countries besides South Korea. It was one of the few expos in which I could meet up other Asian countries suppliers which made of this experience unique. Another key attribute was the extensive variety of products, from Korean traditional ingredients to food packaging and machinery. Everything was gathered in a single place and accessible at all times which became very practical and useful. Besides, the meetings were well arranged and each buyer had an assistant checking up for sudden schedule modifications, which made everything more comfortable.

### BUYER | Leo Gourmet

I am really very happy to attend this Food Week Korea 2017, I have been coming to this show for the last 2 years. This year it was specially great, because there were more companies took part in this Food Week Korea and few were very interesting, We are in touch with few companies and hopefully we will start business very soon.



## Food Industry Market Trend

### • Global Food Trends

#### 1. Convenience

Online shopping, mobile applications and delivery services- such click-and-collect options are growing in popularity and changing consumer buying patterns.

#### 2. Health

In 2018, 'WELLNESS & HEALTHY FOOD' will be a trend as people seek out high-quality, fresh & nutritious food options.

#### 3. Desserts

Desserts and popular dessert flavors such as strawberry and blueberry will trend. Cuisines that make use of unique ingredients, such as fermented vegetables and edible flowers, will also be a global trend.

#### 4. Visual Elements

Consumers no longer consider food as just a meal to satiate one's hunger. Food plating and presentation are just as important as taste as evidenced by the strong interest in food art on social media.

## Why Food Week Korea 2018?

### • The best business opportunities presented

[Results of Biz-matching Program 2017]

- Total of 86 MD Buyers from Large-Scale Distributors and Department Stores

- Biz-matching with more than 209 exhibitors

- Meeting results of more than 519 Billion Won

- Buyer List :

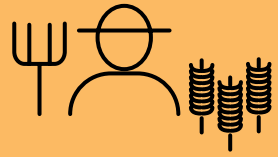


### • Explore a growing food market

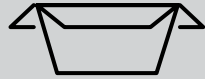
Korea is recognized as the 9th largest economy in the world and by 2019, its annual GDP is to grow by 3.7% despite of the unstable global economy. At Food Week Korea, exhibitors and buyers can learn all about food trends for the future and expand your business into Asia.

### • Top food & beverage trade show in Seoul, South Korea

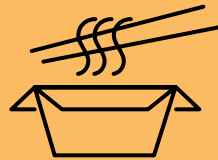
Food Week Korea is total business platform for food and beverage industry in all aspect. From raw ingredients, to machinery, packaging, food products, drinks and desserts, Food Week Korea is the premier destination for exhibitors and buyers for more than 10 years.



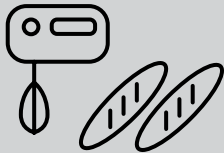
**Hall A**  
**Premium Local Food & Market Zone**  
 Agriculture & Farm products, Regional foods, Traditional Beverages



**Hall B1**  
**Coex FOOD PACK**  
 Packaging Materials, Packaging Label and Digital Printing / Package Design, Cold Chain, Food Tech



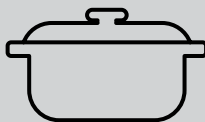
**Hall B2**  
**HMR(Home Meal Replacement) Fair/ Noodle Fair**  
 HMR Fair, Ready-To-Heat, Ready-To-Cook , Noodle Fair



**Hall C1&2**  
**Bakery Fair**  
 Professional Bakery Machinery/Facilities, Store Facilities, related Education Center and Media



**Hall C3&4**  
**Kitchen Fair**  
 International Cooking Machine Fair/ Cafeteria Machinery Products



**Hall D**  
**Coex Kitchen & Dining Show**  
 Kitchen Utensils, Cooking Equipment,, Kitchen Interior & Furniture



**Hall D**  
**Seoul Dessert Show**  
 Bakery & Desserts, Beverages & Liquors, Sweets & Snacks, Various Theme Zones

**Dates** | October 25th - 28th, 2017

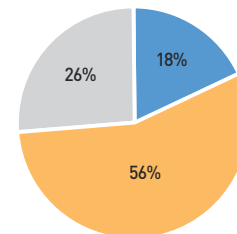
**Venue** | Coex Halls A-D1, Seoul, South Korea

**Dates** | October 25th - 28th, 2017

**Scale** | 871 Companies, 1,534 Booths, 27 Countries, +50,000 Visitors

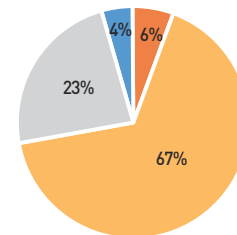
**Exhibitors Analysis** | Total Exhibitors: 871 Companies, 1,534 Booths, 27 Countries

● Very Satisfied ● Satisfied ● Adequate ● Dissatisfied ● Very dissatisfied



**1. Exhibitor's satisfaction with the business meeting**

-74% of the exhibitors were satisfied with business meetings at Food Week Korea 2017

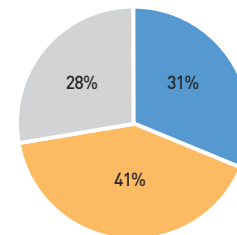


**2. Exhibitor's satisfaction with overall management**

-73% of the exhibitors were satisfied with the overall performance at Food Week Korea 2017

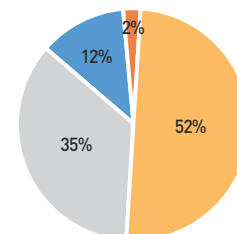
**Buyers Analysis** | Major Buyers at Food Week Korea 2017

● Very Satisfied ● Satisfied ● Adequate ● Dissatisfied ● Very dissatisfied



**1. Buyer's satisfaction with the business meeting**

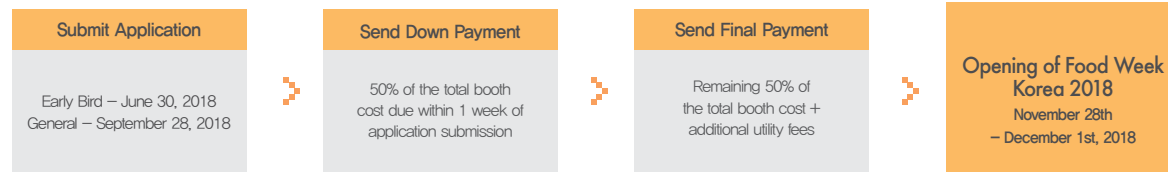
-72% of the exhibitors were satisfied with business meetings at Food Week Korea 2017



**2. Buyer's satisfaction with overall management**

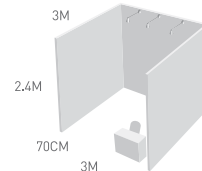
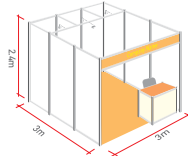
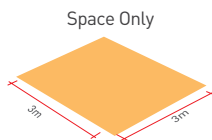
-87% of the exhibitors were satisfied with the overall performance at Food Week Korea 2017

## Participation Guidelines



Application Submission: Submit the application to the Food Week Korea 2018 office via email (foodweek.info@coex.co.kr) or fax (+82-2-6944-8302)

## Booth Types & Fees



Category	Booth Type	Unit Price
Early Bird Registration (June 30th, 2018)	Space Only	USD 2,800
	Shell Scheme	USD 3,100
	Premium Stand	USD 3,600

Category	Booth Type	Unit Price
General Registration (Due September 28, 2018)	Space Only	USD 3,000
	Shell Scheme	USD 3,300
	Premium Stand	USD 3,600

※ Minimum units for a Space Only Booth: Two or more booths

※ All foreign companies are required to pay VAT (10%) according to the Korean Value-Added Tax Act Law - Article 25 (Please see Article 3)

## Utilities and Additional Services

Category	Details		
Electricity	Electricity	220V Single-Phase	Daytime: USD 80/Kw 24 hours: USD 90/Kw
		220V Triple-Phase	
		380 Triple-Phase	
Telephone	Domestic Line	Includes long distance calls	USD 80
	International Line		USD 210
Water System	Pressure	2.9kg/cm <sup>2</sup> (max)	USD 210
	Sub Piping Size	15mm(max)	

※ The above cost is for 4 days of usage

## Marketing & Promotion

### Special Offer for Exhibitors

#### National Pavilion Package Benefits

Countries aiming to boost their exports can create an enhanced National Pavilion at Food Week Korea 2018. All national trade promotion agencies and foreign embassies in Korea are eligible for National Pavilion package benefits.

- **Booth fee discount** depending on the number of exhibitors at pavilion
- **Upgraded booth** - National flag and name of the Country will be integrated into the booth design
- **1:1 Biz-Matching Program** meeting arrangement for domestic and international buyers
- **One-Stop Service Assistance** (discounts on interpretation service, hotel accommodate and city tours)
- **Free advertising** on official show website and in show directory
- **Free promotional opportunities** on e-newsletter distributed to 150,000 buyers

### Buyer Delegation Program Benefits

Buyer groups of at least 10 members from international trade associations or government organizations can attend Food Week Korea 2018 as part of an official delegation group and are eligible for benefits.

- **3 nights of accommodations** for delegation members at designated hotel
- Round trip **flight ticket** for the delegation representative (economy class)
- Personalized letter of **invitation** to accompany your visa application
- **Interpretation Services** (English, Japanese, Chinese)
- **Access to all concurrent events**
- **Buyer Kit** (show directory, lunch coupon, exhibitor's badge)
- Pre-arranged **1:1 Biz-Matching Program**:

Specialized 1:1 Biz-Matching Program will optimize buyers' business opportunities through exclusive, pre-arranged meetings with exhibitors at the show. Buyers can be sure to gain the maximum benefits of attending Food Week Korea through this tailor-made platform for commerce and trade.

### Sales Agent Partners Worldwide

Food Week Korea has overseas partners all around the world to globalize the exhibition.



# FLOOR PLAN



## Hall A Premium Local Food Market Zone

- Premium Agriculture Local Market
- Premium Agriculture Pavilion

## Hall B Food Business Trend Zone

- Coex FOOD PACK
- HMR Fair
- Food Week Overseas Pavilion
- Noodle Fair



3F

## Hall C Food Machinery Zone

- Bakery Fair
- Kitchen Fair

## Hall D Food Life Style Zone

- Dessert Show Korea
- Coex Kitchen&Dining Show
- Culinary Fair