

Proposal for National Pavilion at Food Week Korea 2019 November 20 (Wed.) – 23(Sat.), 2019

Food Week Korea is the largest international food related exhibition held in Seoul, South Korea. Celebrating its 14th edition, Food Week Korea with the concurrent exhibition, Dessert Show Korea, is to feature products and services of the global food industry.

As the organizer of Food Week Korea, Coex would like to propose the special tailor-made program called, National Pavilion Package to boost bilateral trade through trade show participation. This special offer will be applicable when only more than 54sqm (6 booths) is taken. Opportunities presented through this package are as follows.

◇ Booth Package – Special Booth Price

Booth Type	Scale	Discount Rate	Original Price	Discounted Price
Schell Scheme US \$3,300 / Booth	6 Booths	10%	USD 19,800	USD 17,820
	10 Booths	15%	USD 33,000	USD 28,050
	20 Booths	20%	USD 66,000	USD 52,800
Space Only US \$3,000 / Booth	6 Booths	10%	USD 18,000	USD 16,200
	10 Booths	15%	USD 30,000	USD 25,500
	20 Booths	20%	USD 60,000	USD 48,000

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

◇ Additional Booth Privileges

Privileges for 6 – 9 booths	- National flag and name of the country integrated into the booth design - Additional chair for the booth - Discounted rates for interpreter service, hotel accommodation and city tour
Privileges for 10 or more booths	- All of the above benefits included - 1 booth assistance/interpreter for the Pavilion

◇ Business Matching Benefits : 1:1 Business Match Meeting Program with domestic buyers Major Buyers at Food Week includes:

Super Markets	Lotte Mart, E-mart, Homeplus, Megamart, etc.
Convenience Stores	Bokwang Family Mart, GS25, 7-Eleven, Ministop, etc.
Department Stores	Lotte Department Store, Shinsegae Department Store, Hyundai Department Store, etc.
Food Service	Everland, Amoje, CJ Foodville, Sunatfood, Ourhome, etc.
Online/Offline Distributors	G Market, Auction, etc.

◇ Promotional Benefits :

- Web banner on the official Food Week Korea website and social media channel (facebook)
- One full page advertorial in official show directory
- Section in the e-newsletter distributed through e-newsletter distributed to 100,000 buyers