

Proposal for National Pavilion at Coex Food Week 2019 November 20 (Wed.) – 23 (Sat.), Coex Halls A, B, C, D

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

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 \$3,500 / Booth	6 Booths	10%	USD 21,000	USD 18,900
	10 Booths	15%	USD 35,000	USD 29,750
	20 Booths	20%	USD 70,000	USD 56,000
Space Only US \$3,200 / Booth	6 Booths	10%	USD 19,200	USD 17,280
	10 Booths	15%	USD 32,000	USD 27,200
	20 Booths	20%	USD 64,000	USD 51,200

※ Selected 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

※ Above benefits can change

◇ Business Matching Benefits : 1:1 Business Match Meeting Program with domestic buyers Major Buyers at Coex 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 Coex Food Week website and social media channels (facebook, Instagram)
- One full page advertorial in official show directory
- Section in the e-newsletter distributed through e-newsletter distributed to 100,000 buyers