

14th COEX



FOOD WEEK

2019

November 20th – November 23rd, 2019
Coex Halls A, B, C, D, Seoul, South Korea



Show Overview

Dates	November 20th (Wed.) – November 23rd (Sat.), 2019
Venue	Coex Halls A – D(36,007sqm), Seoul, South Korea
Expected Scale	1,000 Companies, 1,800 Booths, 60,000 Visitors
Concurrent Shows	Coex Food Pack, HMR Fair, Seoul International Bakery Fair (Siba), Kitchen Fair, Seoul Dessert Show
Organizer	Coex
Certification(s)	UFI (The Global Association of the Exhibition Industry) , AKEI (Association of Korea Exhibition Industry)
Sponsor(s)	Ministry of Agriculture, Food and Rural Affairs, Rural Development Administration, Korea Food Research Institute, Korea Agency of HACCP Accreditation & Service

Exhibit Items

Food & Beverage	<ul style="list-style-type: none"> · Farm Products Processed Agricultural Products, Vegetable, Fruit, Beans, Processed Fruit Products, Traditional Dried Snack · Sea Food Products Fishery, Crustacean, Seaweed, Processed Frozen Sea Food · Livestock Products Beef, Pork, Imported Meat, Delicatessen, Bacon, Ham, Sausage, Frozen Livestock Products · Dairy & Poultry Chicken, Duck, Egg, Process Poultry Products, Milk, Butter, Cheese, Yogurt · Rice & Fermented Food Grain, Rice, Processed Rice Products, Salted Products, Fermented Products · Beverages Coffee, Tea, Leaf Tea, Juice, Wine, Beer, Traditional Drinks Makgeolli, Liquors · Grocery & Seasoning General Processed Food, Food Additives, Seasoning, Spices, Oil, Herbs · Health/Functional Food Products Vitamin, Mixed Grain Powder, Ginseng, Organic Products, Sap, Lactobacillus, Health/Functional Beverage · Pastry/Bakery Baking Confectionery, Baking Raw & Subsidiary, Materials, Bread, Cookies · Dessert Traditional Korean Sweets, Pizza, Hamburger, Sandwich, Candy, Ice Cream · Baby Food Milk Powder, Baby Snack, etc.
Machinery & Kitchen Utensils	<ul style="list-style-type: none"> · Cooking Equipment Meat Processing Machine, Grinder, Induction Range, Oven, Refrigerator & Freezer, Sink, Blender, Kneader · Kitchen Utensil Airtight Container, Pottery, Dinnerware, Food Containers, Home-baking Equipment, Hotel Equipment and Supplies, Baking Mold
Café Interior & Store Facilities	Furniture, Interior decorations & Store Interior, Showcase, Consulting, POS System, Coffee Roasting Machine, Coffee & Tea machine, Capsule Coffee Machine
Food Packaging	Packaging Equipment Shrink-Wrapping Equipment, Vacuum-Wrapping, Equipment, Labeler, Sealing Equipment, Packing Container, Food Packing
Food Safety	Safety Products & Hygiene Equipment Hygienic Food Processing Equipment, Sanitizers, Hygiene Measuring Machine, Laboratory Equipment, Safety Flooring, Factory & Workplace Flooring, Hygiene & Cooking Gear and Clothing

Concurrent Shows

Coex Food Week is the largest Food Exhibition in the second half of the year. It is a global food comprehensive exhibition organized by various categories. Customers from the all sectors of the food industry will be able to meet a business platform that will increase B2B performances.



Venue	Hall B (1F)
Expected Scale	HMR Fair - 150 Booths, Coex Food Pack - 180 Booths
Conference	Food Packaging HMR Market Trends, Latest Food Packaging Technology Cold Chain, Food Tech and more
Main Visitors	<ul style="list-style-type: none"> · Domestic and Foreign food, beverage alcohol manufacturing companies (Major to small enterprises) · Participants of Coex Food Week (approximately 800 companies, 3,000 visitors) · Domestic HMR Food manufacturers and distributors · Major domestic retailers (E-Mart, Lotte Mart, GS Retail, etc) · Major food distributors (CJ Freshway, Shinsege Food, Hyundai Green Food, etc)



Organizer	KCCMIC (Korea Cooking Machinery Industry Cooperation), Coex Co., Ltd
Venue	Hall B (1F)
Events	Seminars on technology of cooking machinery, product production



Organizer	Korea Bakery Association, Coex Co., Ltd
Venue	Hall C (3F)
Concurrent Event	<ul style="list-style-type: none"> · The 19th Seoul International Bakery Contest · The 4th Top Patissier in Asia · Coffee Barista Competition · The 10th Student Bakery Contest Mom & Me Baking · Local Bakery Showcase



Organizer	Coex Co., Ltd
Venue	Hall D (3F)
Event	Sweet On-Air and other demonstration classes

Why Coex Food Week 2019?

1 The best business opportunities presented

Coex Food Week invites domestic and overseas buyers to participate in a 1:1 B2B meeting program. The program has been extremely successful, boasting an 80% satisfaction rate every year.



2 Explore a growing food market

Korea is recognized as the 11th largest economy in the world and by 2019, its annual GDP is to grow by 2.8% despite of the unstable global economy. At Coex Food Week, exhibitors and buyers can learn all about food trends for the future and expand their business into Asia.

3 The largest food exhibition in Korea

Coex Food Week is a total platform, presenting all aspects of food and beverage industry. From raw ingredients to machinery, packaging, organic food products, confectionary and pastries, Coex Food Week has been providing the latest food industry news and trends for the last 13 years.

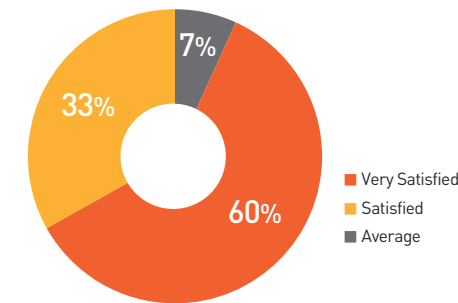


Results of Coex Food Week 2018

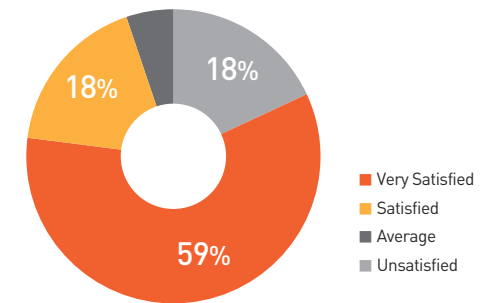
Title	The 13th Coex Food Week 2018
Venue	Coex Halls A, B, C, D, Seoul, South Korea
Dates	November 28 th – December 1 st , 2018
Scale	19 Countries, 846 Companies (111 Overseas), 1,717 Booths (88 Overseas), 52,754 Visitors

Exhibitors Analysis

Exhibitor's satisfaction with the business meeting



Exhibitor's satisfaction with overall management



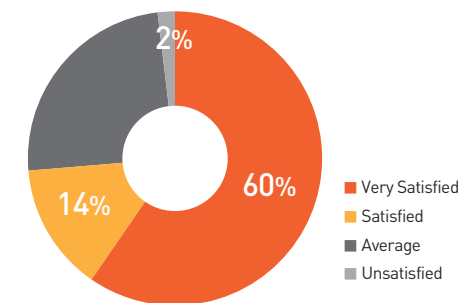
- 67% of the exhibitors were satisfied with business meetings
- 77% of the exhibitors were satisfied with the overall performance

Buyers Analysis

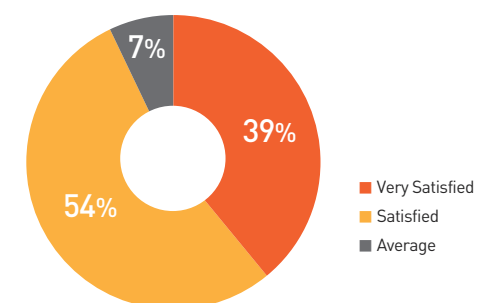
Buyers from 11 Countries, 78 People

North-East Asia	Singapore, Malaysia, Thailand, Vietnam, India
South-East Asia	Japan, Mongolia, Hong Kong, Taiwan
Europe	Belgium, Russia

Buyer's satisfaction with the business meeting



Buyer's satisfaction with overall management



- 62% of the exhibitors were satisfied with business meetings
- 91% of the exhibitors were satisfied with the overall performance

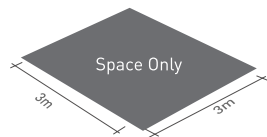
Application Guidelines

Submit Application	Send Down Payment	Send Final Payment	Opening of Coex Food Week 2019
Early Bird May 31, 2019 General August 23, 2019	50% of the total booth cost due within 1 week of application submission	Remaining 50% of the total booth cost + additional utility fees	November 20 - 23, 2019

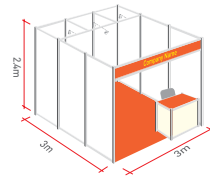
Application Submission: Submit the application to the Coex Food Week office via email (foodweek.info@coex.co.kr).



Booth Types & Fees



Space Only (3mx3m)



Shell Scheme

Space and Shell Stand (3M x 3M)
 Plastic panel assembly_ 1m width x 2m height
 Booth Sign_ Company name + booth number
 Flooring_ Needle punch carpet
 Furniture_ 1 information desk + 1 chair (same set regardless of booth size)
 Light_ 1 fluorescent lamp (40W) + 4 spot lights (100W)
 Note: All extra power supplies require a separate application. Please see the Utility Services Chart for rates.



Premium Stand

Premium Stand (3M x 3M)
 The premium booth package offers an impressive LED-lit, block-constructed style that resembles an independent booth while maintaining the conveniences of a shell-scheme booth.



Category	Booth Type	Unit Price
Early Bird Application (Due May 31, 2019)	Space Only	USD 3,000
	Shell Scheme	USD 3,300
	Premium Stand	USD 3,800

Category	Booth Type	Unit Price
General Application (Due August 23, 2019)	Space Only	USD 3,200
	Shell Scheme	USD 3,500
	Premium Stand	USD 3,800

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

* The selected foreign companies are required to pay VAT (10%) according to the Korean Value-Added Tax Law-Article 25

Category	Details		Unit Price
Electricity	220V Single-Phase		Daytime: USD 90/Kw 24 hours: USD 100/Kw
	220V Triple-Phase		
	380V Triple-Phase		
Telephone	Domestic Line	Includes long distance calls	USD 80
	International Line		USD 250
Water System	Pressure	2.9kg/cm ² (max)	USD 250
	Sub Piping Size	15mm(max)	

*The above cost is for 4 days of usage

Special Offer for Overseas Exhibitors and Buyers

National Pavilion Package Benefits

All national trade promotion agencies and foreign embassies in Korea are eligible for National Pavilion package benefits.

- Booth fee discount – Special rate depending on the scale of the booth
- Upgraded booth design - National flag and name of the Country integrated into the design
- 1:1 Biz-Matching Program – B2B meetings with domestic and/or international buyers

Buyer Delegation Program Benefits

Buyer groups of 10 members from international trade associations (export associations) or government organizations can attend the exhibition as an official delegation group.

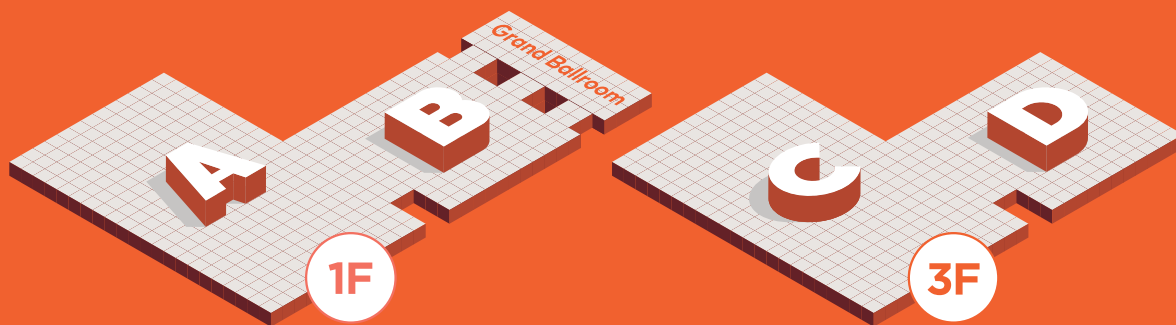
The benefits are as below

- Hotel Accommodations for all the delegation members at designated hotel (max 2 / company)
- A round trip flight ticket for the one head representative (economy class)
- Pre-arranged 1:1 Biz-Matching Program:
 - *Specialized Biz-Matching Program is designed to optimize buyers' business opportunities through exclusive, pre-arranged meetings with exhibitors. Buyers can gain the maximum benefits by attending the exhibition through this tailor-made platform.
- Interpreter Services during 1:1 Biz-Matching Program(English, Japanese, Chinese)
- Access to all concurrent events including VIP events at Coex Food Week 2019

COEX FOOD WEEK 2019

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Floor Plan



Hall A

Fine & Organic Food

- Premium Agriculture Local Market
- Premium Agriculture Pavilion

Hall B

Tech & Equipment

- HMR (Ready-to-eat)
- Kitchen Fair
- Coex Food Pack

Grand Ballroom

Conference

- Food Tech Conference
- HACCP Food Safety
- Food Market Report
- High-Tech Food Package

Hall C

Bread & Bakery

- Siba (Seoul International Bakery Fair)
- The 4th Top Patisserie in Asia

Hall D

Culinary & Lifestyle

- Dessert Show Korea
- Coffee & Tea Festival
- Sweet-On-Air