



# SEOUL FOOD 2015

International Food Industry Exhibition, Seoul 

5. 12(Tue)~15(Fri), 2015 **KINTEX**

**ASIA'S #3 INTERNATIONAL FOOD INDUSTRY EXHIBITION**  
*Now, it's time to Expand your taste, Find your success!*



**Why SEOUL FOOD**

SEOULFOOD is established in 1983 and became the third largest food industry exhibition in Asia.

SEOULFOOD's 32 years history proves its reputation by representing international exhibition with 1,336 qualified exhibitors and over 52,000 visitors from up to 45 countries in 2014.

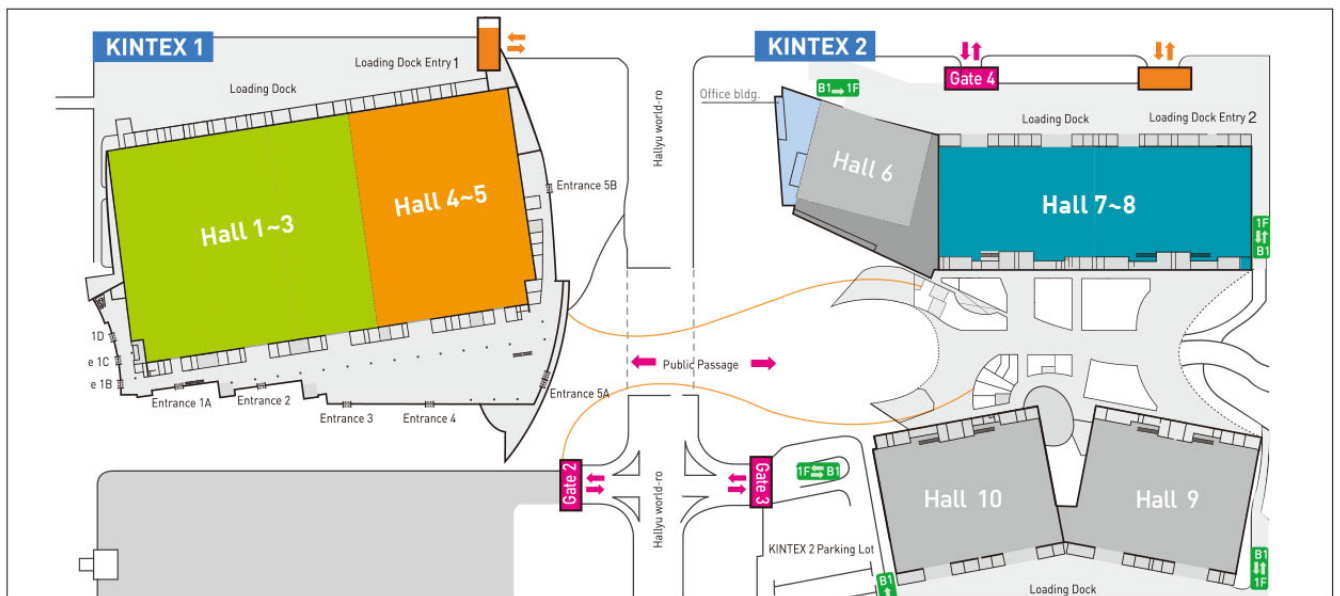
In 2015, SEOULFOOD will provide the best service and support your successful business with more qualified exhibitors and buyers at our expanded venue.

We guarantee that once you step into our venue, you will experience new improved SEOULFOOD 2015.



**SEOUL FOOD 2015**

- **Title :** SEOUL FOOD 2015  
 SEOUL FOODTECH(FOODPACK) / SEOUL FOOD & HOTEL
- **Dates :** May 12(Tue) ~ 15(Fri), 2015
- **Times :** 10:00 am ~ 17:00 pm
- **Venue :** KINTEX Hall 1~5 & 7~8
- **Scale :** 76,121 m<sup>2</sup>, 1,500 Exhibitors / 3,000 Booths/ 60,000 Visitors
- **Programs :** Business meeting with domestic buyers etc.
- **Organizer :** KOTRA (Korea Trade-Investment Promotion Agency)
- **Co-organizer :** Korea Food Industry Association(KFIA), Allworld Exhibitions, Kem



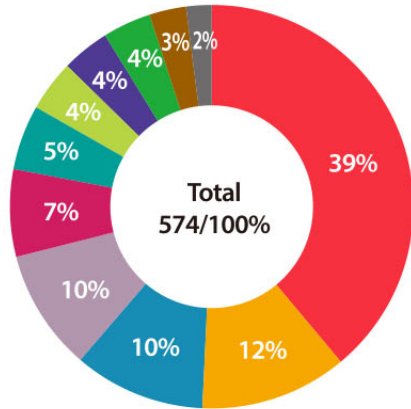
**Hall 1~3** SEOUL FOODTECH & SEOUL FOODPACK

**Hall 4~5** SEOUL FOOD & HOTEL(Int'l Pavilion)

**Hall 7~8** SEOUL FOOD & HOTEL(Domestic Pavilion)



# 2014 SEOUL FOOD Key Points



## 1) Overseas Exhibitors by product (in%)

- Agricultural products
- Seafood
- Food Marketing & Service
- Wine, Liquor & Beverage
- Meat
- Coffee & Tea
- Dairy
- Food Additives & Ingredients
- Health & Organic Foods
- Bakery & Confectionery
- Poultry

## 2) Nationalities of Exhibitors



Country	Exhibitors	Booths	Country	Exhibitors	Booths
China	190	162	Turkey	15	26
USA	36	72	Germany	8	16
Thailand	39	39	Mexico	7	20
Australia	31	16	Vietnam	10	10
Taiwan	30	33	Ecuador	11	10
Indonesia	22	20	Colombia	7	10
Canada	21	24	Denmark	10	10
Spain	19	20	New Zealand	8	10

## 3) Visitors

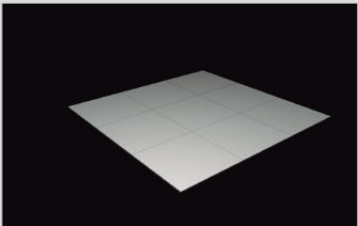


Segment	Registered Number of Visitors	%
Food Manufacturer	18,386	34.8%
Distributor	8,756	16.6%
Restaurant	6,513	12.3%
Trader	4,129	8.0%
Researcher	2,824	5.3%
Wholesaler	2,163	4.1%
Retailer	1,226	2.3%
Press	3,590	6.8%
Others	8,713	9.7%
<b>Total</b>	<b>52,800</b>	<b>100.0%</b>

## 4) Facts & Figures

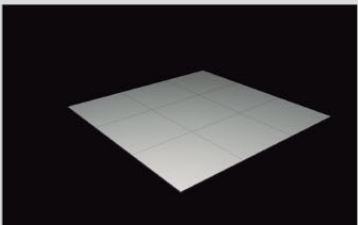


Category	2010	2011	2012	2013	2014	↑ ↓ %
Exhibition Space	53,541	53,541	70,449	64,831	64,831	-
Number of Exhibitors	1,095	1,102	1,155	1,210	1,336	↑ 10.4%
Number of Booths	2,121	2,125	2,333	2,308	2,553	↑ 10.6%
Number of Visitors	43,059	44,093	47,552	51,974	52,800	↑ 1.5%
Number of Countries	35	43	45	38	45	↑ 18.4%

## STANDARD PACKAGES

### SEOUL FOOD & HOTEL

Space Only	Walk On Stand	Premium Stand
		
USD 340 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 410 per m <sup>2</sup> (minimum 9m <sup>2</sup> )	USD 440 per m <sup>2</sup> (minimum 18m <sup>2</sup> )
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Fluorescent light, Power Supply, Chairs, Counter, Table, Fascia, Shelves	Walls, Carpet, Spotlight, Fluorescent lamp, Power Supply, Fascia, Counter, Table, Chairs, Lockable cupboard display cube, Logo tower, Shelves

### SEOUL FOODTECH & SEOUL FOODPACK

Space Only	Walk On Stand	Glance
		
USD 340 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 410 per m <sup>2</sup> (minimum 9m <sup>2</sup> )	
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Fluorescent light, Power Supply, Chairs, Counter, Table, Fascia, Shelves	

## DETAILS

**EARLY BIRD REGISTRATION CLOSURES 31**  
**OCTOBER**

**EARLY BIRD DISCOUNT USD 30 per m<sup>2</sup>**  
(Based on Space Only Price)  
 50% pre-paid deposit required to receive EARLY BIRD RATES

Key Dates	
Early Bird Deadline	By 31st of Oct 2014
Registration & Payment Deadline	By 28th of Feb 2015
Submission Deadline (Directory, Exhibitor Badge)	By 28th of Feb 2015
Utility Application Deadline	By 31st of Mar 2015

Register Online Now at [www.seoulfood.or.kr](http://www.seoulfood.or.kr) and Mark a date on your calendar to attend Seoul Food 2015!

**kotra**

Korea Trade-Investment  
Promotion Agency

#### Contact Information

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