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SEOUL FOOD 2022

International Food Industry Exhibition, Seoul

7th(Tue)~10th(Fri) June, 2022 **KINTEX**

| ORGANIZER | **kotra**
Korea Trade-Investment
Promotion Agency

| CO-ORGANIZER |  **informa markets** **KINTEX**

WHY SEOUL FOOD

SEOUL FOOD 2022 celebrating its **40th Anniversary** this year, is one of Asia's Top 4 food exhibition with the means of reinforcing cooperation and exchanges for companies at home and abroad, and it is the optimum marketing choice for exhibitors seeking to expand their business to overseas markets.

This year's SEOUL FOOD with COVID-19 will combine on-line and off-line tools to create a truly 'Hybrid exhibition'.

Moreover, we will be completely prepared to keep the exhibition safe by setting up SEOUL FOOD's own sanitary guidelines that strictly follow South Korean government standards.

We look forward to having many of food industry companies at SEOUL FOOD 2022.



ABOUT KOREAN MARKET



4th largest economy in Asia
9th largest economy in the world



Free Trade Agreement
with **57** countries



South Korea's food imports surpass **US\$27.3 billion** in 2020



18.33 million tons of food from **166** countries in 2020

SHOW SIZE



+ 1600
Exhibitors



+ 40
Countries Represented



+ 50,000
Visitors

SEOUL FOOD 2022

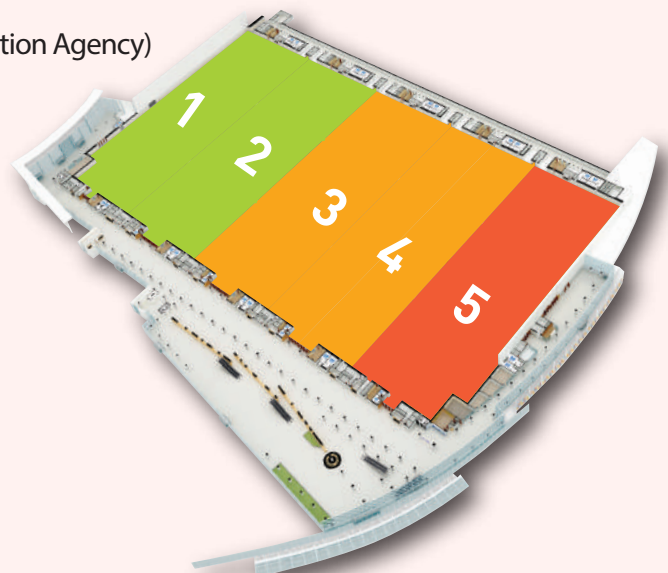
- **Title** : SEOUL FOOD 2022
- **Dates** : 7th(Tue) ~ 10th(Fri) June, 2022
- **Time** : 10:00 am ~ 17:00 pm
- **Venue** : KINTEX Hall 1~5
- **Type** : Hybrid (On+Offline) Exhibition with B2B
- **Organizer** : KOTRA (Korea Trade-Investment Promotion Agency)
- **Co-organizer** : Informa markets, KINTEX

Exhibition Center 1

Hall 1~2 SEOUL FOODTECH
SEOUL FOOD HORECATECH
SEOUL FOODPACK
SEOUL FOOD SAFETY TECH

Hall 3~4 SEOUL FOOD DOMESTIC PAVILION

Hall 5 SEOUL FOOD INT'L PAVILION



Business Support Programs for Exhibitors

SEOUL FOOD is here to offer you an opportunity to expand your exports through our sequence of online exhibitions leading to 1:1 meetings and offline exhibitions. Do not miss the opportunity to meet buyers from all over the world Online!

[Online platform]

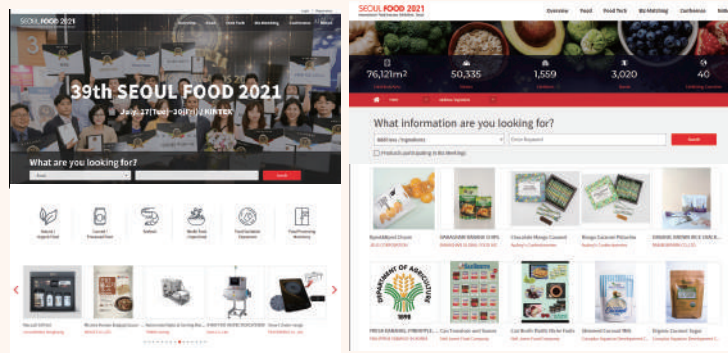
Promote your business via our online platform with images and videos of your product along with your company brochures.

[Automated Matching System]

Freely meet your business partners in the online platform through our automated matching system

[Remote Avatar Guide Tour]

Visit SEOUL FOOD's booths on site and have a meeting through our remote online tours with our avatar guides (professional translators)



Global Food Trend & Tech Conference 2022

SEOUL FOOD builds the international business network for the food industry.

'Global Food Trend & Tech Conference 2022' would like to share trends and general understandings with companies, so they can actively react to the rapid changing globalize food trends and tech industry and develop further on.



EXHIBIT CATEGORIES



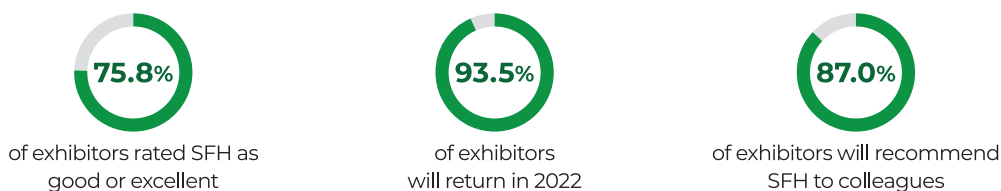
VISITOR ANALYTICS

BUSINESS NATURE		MAIN OBJECTIVE		MAIN INTEREST (multiple choice)	
Manufacturer	42.24%	Discover latest industry trends	34.53%	Processed Foods	53.75%
Distributor	23.84%	Find new partners for future collaboration	30.37%	Food additives / ingredients	32.47%
Importer	9.43%	Source new products	12.32%	Agricultural Products	31.89%
Hotel & Restaurant	7.01%	Find new suppliers	12.22%	Meat Products	31.58%
Wholesaler	6.68%	General interests	7.67%	Health / Organic Foods	27.86%
				Beverage / Coffee / Tea	26.68%
				Bakery / Confectionery	21.65%
				Seafood Products	19.69%
				Dairy Products	18.12%
				Wine / Liquor	12.17%

KEY BUYERS IN 2021

MANUFACTURER	IMPORTER/DISTRIBUTOR	WHOLESALER/RETAILER	HOTEL/RESTAURANT
CJ	Lotte Chilsung Beverage	E Mart	KFC Korea
Daesang	CJ Freshway	Homeplus	PIZZAHUT Korea
Ottogi	Samsung Welstory	NH Nonghyup Hanaro Mart	Korean Air CND
Nongshim	Hyundai Green Food	Mega Mart	Eland Eats
Lotte Food	Shinsegae Food	SSG.COM	Hilton
Samyang Corporation	Ourhome	GS Retail	Lotte Hotels & Resorts
SPC	Daesang	BGF Retail	Hanwha Hotels & Resorts
Danone Pulmuone	Lotte International	Hyundai Department Store	Haevichi Hotels & Resorts
Orion	Dongwon Home Food	NC Department Store	Samsung C&T
Dongwon F&B		NS Shopping	Shinsegae E&C

EXHIBITOR'S VOICES IN 2021



It has been a fantastic opportunity to physically promote products from the country where I am based, as it was extremely difficult to introduce new items and companies with COVID negatively influencing the field of international trade.

Representative South Korea, Export Partner

In particular, this year was a very inspiring and satisfying experience where many visitors showed great interest in the Austria pavilion despite the restrictions by the pandemic situation. I look forward to continuing to show Austrian healthy and delicious food to Korean consumers through Seoul Food & Hotel.

Marketing officer, Austrian Embassy Commercial Section

I could see many importers who have not been able to visit physical events so far but have been looking for international companies. I was concerned about the current situation but I'm glad to have this fortunate opportunity as a result.

Trade analyst, Italian Trade Commission

Seoul Food & Hotel is the best exhibition in Korea as a large-scale international food exhibition. I hope it will continue to be a channel for introducing various countries and products.

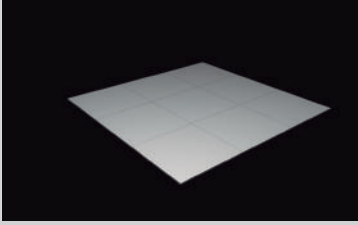


Marketing Specialist, Agricultural Trade Office, U.S. Embassy Seoul

STANDARD PACKAGES

SEOUL FOOD & HOTEL

Space Only	Walk On Stand	Premium Stand
		
USD 400 per m ² (minimum 18m ²)	USD 470 per m ² (minimum 9m ²)	USD 500 per m ² (minimum 18m ²)
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Power Supply, Chairs, Counter, Table, Fascia, Shelves	Walls, Carpet, Spotlight, Power Supply, Fascia, Counter, Table, Chairs, Display cube, Logo tower, Shelves, Showcase

SEOUL HORECATECH & SEOUL FOODTECH & SEOUL FOODPACK

Space Only	Walk On Stand	View
		
USD 400 per m ² (minimum 18m ²)	USD 470 per m ² (minimum 9m ²)	
Exhibitors are responsible for their own stand design and construction.	Walls, Carpet, Spotlight, Power Supply, Chairs, Counter, Table, Fascia, Shelves	

From SEOUL FOOD 2022, all foreign exhibitors are needed to pay vat excluding booth fee according to the Korea Vat Law. But, foreign corporations in 32 reciprocity zero tax rate countries according to the Article 25 of the Korea Vat Law would be exempt from paying vat.

DEADLINES INFORMATION

Key Dates		More information at www.seoulfood.or.kr and Mark a date on your calendar to attend SEOUL FOOD 2022!
Registration & Payment Deadline	By 29 th of April, 2022	
Submission Deadline (Directory, Exhibitor Badge)		
Utility Application Deadline		