



# Food Week Korea 2018

November 28 - December 1, 2018

Coex Halls A - D, Seoul, Korea

## SHOW DETAILS

### DATES

Nov. 28 - Dec. 1, 2018

### LOCATION

Coex Halls A-D  
Seoul, Korea

### EXHIBITION AREA

36,000sqm

### ORGANIZED BY

Coex Co., Ltd.

## VISITORS INFORMATION

### EXPECTED ATTENDANCE

80,000

### SHOW HOURS

Nov. 28 - Dec. 1  
10:00-17:00

### ADMISSION FEE

Pre-registered : Free  
On-Site : 10,000 KRW

## EXHIBITORS INFORMATION

### NUMBER OF EXHIBITING COMPANIES

900

### EXHIBIT SPACE PRICING

UNIT : USD/Booth (9sqm)  
Space-Only : 3,000 USD  
Shell Scheme : 3,300 USD  
Premium : 3,600 USD

### APPLICATION DUE DATE

September 28<sup>th</sup>, 2018

## PREVIOUS RESULTS (2017)

- No. of Exhibitors : 871 (139 overseas)
- No. of Booths : 1,534 (190 overseas)
- No. of Visitors : 50,000+
  
- 70% of the exhibitors were able to meet potential buyers at Food Week Korea
- 85% of the exhibitors were satisfied with the overall management of the show

## IN THE SPOTLIGHT FOR 2018 :

- Seoul Cooking Show
- Biz-Matching Programs
- Global Food Sourcing Forum
- Vendor Seminars
- Baking Contest





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## WHO SHOULD EXHIBIT?

- Agricultural Products
- Marine Products
- Livestock Products
- Dairy & Poultry Products
- Prepared Food Products
- Preserved Products
- Frozen & Dried Products
- Liquor and Beverages
- Additives & Seasonings
- Health Functional Food
- Baking & Confectionary
- Cooking Equipment
- Kitchen Utensils
- Food Packaging
- Sanitary Items
- Ingredients & Services

## WHO SHOULD VISIT?

- Retail and Wholesale
- Importers and Exporters
- Trade Representatives
- Supermarket / SSM /  
Hypermarket
- Convenience Store
- Sommeliers / Bartender
- Hotel & Restaurant
- F & B Manufacturers
- Dietician / Nutritionist
- Department Store
- Online Shopping
- Trade Delegations
- Airline / Institutional  
Caterer

## WHY PARTICIPATE?

- Valuable business opportunities presented by 1:1 Biz-Matching Program
- Opportunity to reach 30,000+ qualified buyers
- Platform for the latest market trends from around the globe
- Diverse concurrent events
- Exclusive PR Opportunities
- Endorsed by reputable organizations : UFI & Ministry of Trade, Industry and Energy

### NATIONAL PAVILION PACKAGE

Coex offers the 'National Pavilion Package' - a tailor-made program for all trade agencies and organizations. The benefits include booth fee discounts, complimentary accommodation, travel arrangements, upgraded booths and more. For further information, please contact the Coex Global Marketing Team at [foodweek.info@coex.co.kr](mailto:foodweek.info@coex.co.kr)

### DELEGATION PACKAGE

In order to provide convenient visitation for groups of buyers from international trade bodies, Coex offers tailored services to delegation groups of 10 or more participants. The official delegation group may receive accommodation, 1:1 business match meetings and more. For further information, please contact Coex Global Marketing Team at [foodweek.info@coex.co.kr](mailto:foodweek.info@coex.co.kr)

### Food Week Korea Secretariat

T +82-2-6000-8160 | F +82-2-6944-8302 | E [foodweek.info@coex.co.kr](mailto:foodweek.info@coex.co.kr) | H <http://koreafoodweek.com/>