

coex

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Baker's Delight 2019

Siba 2019

Korea's largest biannual bakery & patisserie exhibition

The 19th Seoul International Bakery Fair
Nov. 20 - Nov. 23, 2019 | Coex Hall C, Seoul

www.bakery-show.com

The stage of confectionary art presented by Asian Pacific countries

Top of Patisier in Asia

Top of Patisier In Asia Competition is a biennial competition that highlights the quality of oriental pastries. It started with the aim to improve the quality of the pastry & confectionery, and exchange technique, food culture and technology among the countries.

- 2013** • The 1st Top Patisier In Asia launched in Tokyo, Japan
-Hosted by The Federation of Japan Confectionery Associations
- 2015** • The 2nd Top Patisier In Asia launched in Tokyo, Japan
-Hosted by The Federation of Japan Confectionery Associations
- 2017** • The 3rd Top Patisier In Asia launched in Shanghai, China
-Hosted by China Association of Bakery and Confectionery Industry
- 2019** • The 4th Top Patisier In Asia launched in Seoul, Korea
The contenders from 15 different Asian countries participate in this competition and as the largest-scale international competition being held in Korea for the first time at SIBA, there is a great interest and expectations.



Baking Innovation, Bake the Best!

Seoul International Bakery Fair (Siba) has been the only bakery-related business fair in Korea since 1983. Siba is organized by Korea Bakery Association and Coex, the leading exhibition organizer in Korea. As the Korean bakery market continues to grow rapidly, Siba 2019 will act as the only platform for those in the global bakery business to showcase their unique and sophisticated bakery items to Korean customers.



Show Overview



SIBA 2019

- Title** Seoul International Bakery Fair (19th Edition)
- Organizer** Korea Bakery Association, Coex Co., Ltd
- Dates** November 20 – 23, 2019
- Venue** Coex Hall C
- Expected Scale** 1,000 Companies, 1,800 Booths, 60,000 Visitors
- Co-located Event** **Coex Food Week (14th Edition)**
Exhibition Results from 2018
 • Exhibitors : 19 countries, 846 companies, 1,717 booths
 • Visitors : 52,754
- Concurrent Event**
- The 19th Seoul International Bakery Contest
 - The 4th Top Patisier In Asia (TPA)
 - Coffee Barista Competition
 - The 10th Student Bakery Contest
 - Mom & Me Baking Hands-on Event
 - Local Bakery Showcase

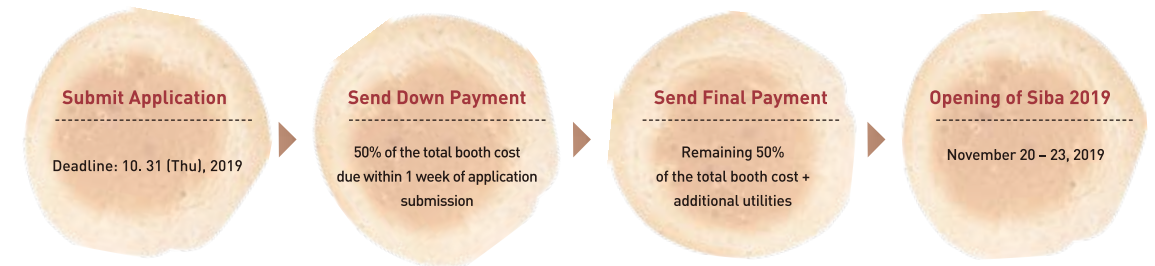


Exhibit Items	
Machinery & Equipment	The milling machine, dough conditioner, molder, slider, oven, showcase, mixer, baking machine, Overall baking machines and appliances, such as ice-water ice age, fast-cooling furnaces, and fermentation
Materials & ingredients	Chocolate, food additives (spices, confectionery, seasonings), sediment, butter, margarine, almonds, raisins, milk, other baking ingredients
Tools & Utensils	Baking pan, molding, decoration tools, weighing utensils, basic props (stain balls, foams, spatulas, scrapers), muffin cups, molds
Packaging	Packing box, shopping bag / wrapping paper, packaging accessories, take-out goods, packing machine
Education & press	Schools, institutes, licensing agencies, media companies
Store facility	POS system, shop interior, Consultation and more

Participation Guidelines

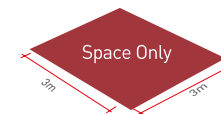


Participation Procedures



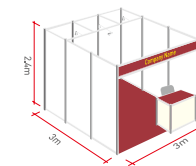
Application Submission: Submit the application to the Food Week Korea office via email [siba@coex.co.kr].

Booth Types



Space Only (3Mx 3M)

- "Space-only" consists of only the allotted exhibition space in the exhibition hall.
- A minimum of two 3m by 3m units (total: 18sqm) must be ordered in order to qualify for space-only.
- Exhibitors selecting space-only must use one of the Food Week recommended service contractors to construct their own custom booth.



Shell Scheme

- Space and Shell Stand (3M x 3M)
- Plastic panel assembly : 1m width x 2m height
- Booth Fascia Sign : Company name + booth number
- Flooring : Needle punch carpet
- Furniture : 1 information desk + 1 chair (same set regardless of booth size)
- Lighting : 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.

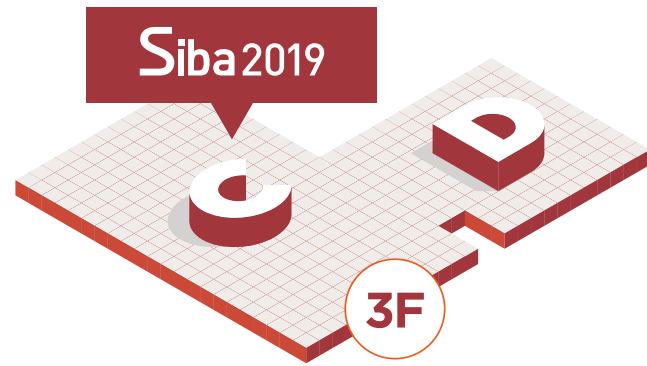
Booth Fees

Category	Booth Type	Unit Price
Early Bird Application (Due March 29, 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

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

Floor Plan

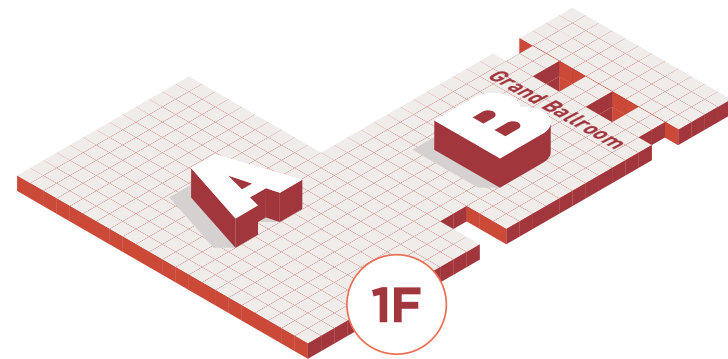


Hall C Bread&Bakery

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

Hall D Culinary&Lifestyle

- Dessert Show Korea
- Sweet-On-Air



Hall A Fine Food&Organic

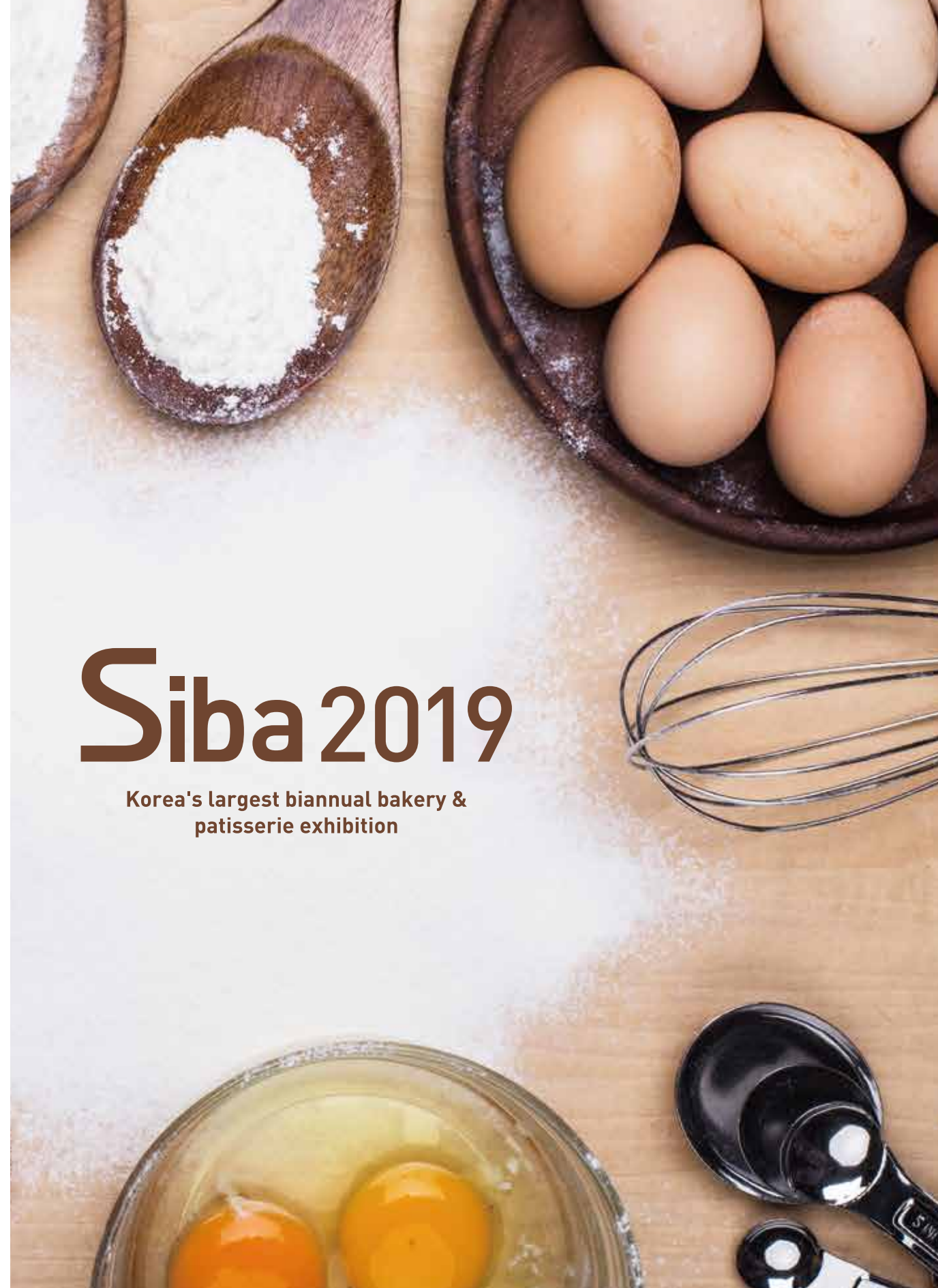
- Premium Agriculture Local Market
- Premium Agriculture Pavilion

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



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