



# SEOUL FOOD 2014

International Food Industry Exhibition, Seoul  
2014. 5. 13(Tue) ▶ 16(Fri) KINTEX

## ASIA'S #3 INTERNATIONAL FOOD INDUSTRY EXHIBITION

It is time to take on the local challenge worldwide.

### Why SEOUL FOOD

SEOUL FOOD was established in 1983 and became the third- largest food industry exhibition in Asia.

With a 31-year history, SEOUL FOOD hosted 1,210 qualified exhibitors and more than 51,000 visitors from 50 countries in 2013.

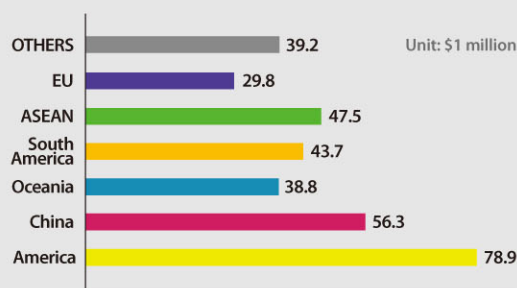
In 2014, SEOUL FOOD will continue to provide the best service and support your business with qualified exhibitors, buyers and an expanded venue.

It's a new and improved SEOUL FOOD 2014!



### Why South Korea

Food, Agriculture, Forestry and Fisheries Import Status in 2012



Source: Ministry of Agriculture, Food and Rural Affairs

South Korea has a limited number of key agricultural commodities and imports large amount of food and beverages. The country's GDP per capita is USD 23,639.

**South Korea's food and beverage per capita consumption is expected to grow by a CAGR of 5.1% by 2016**

- Growth of per capita expenditure on food
- Increased need for high quality products-organic
- Rapid growth of mass grocery retail

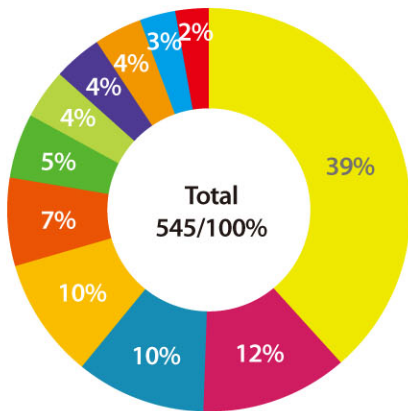
### SEOUL FOOD 2014

- Title: **SEOUL FOOD 2014**  
**SEOUL FOOD & HOTEL** / **SEOUL FOODTECH** (SEOUL FOODMAC & FOODSAFETY)  
**SEOUL PACK** / **SEOUL INT'L CULINARY ACADEMY**
- Dates: May 13 (Tue) - 16 (Fri), 2014
- Times: 10:00 - 17:00
- Venue: KINTEX (1-5, 7 Halls)
- Scale: **64,831m<sup>2</sup>**, **1,450 Exhibitors** / **2,500 Booths** / **55,000 Visitors**
- Programs: Global Food Plaza, Global Food Trend, Brand-new Food Product, Culinary Demonstration, Cooking Concert, K-Food Seminar, etc.
- Organizer: Korea Trade-Investment Promotion Agency (KOTRA)
- Co-organizer: KFIA, Allworld Exhibitions, KEM





## Review of Seoul Food 2013



### International Exhibitors by Product



### Nationalities of Exhibitors

Country	Exhibitors	Booths	Country	Exhibitors	Booths
China	170	184	Japan	22	18
USA	40	62	Germany	9	16
Taiwan	27	32	Poland	20	12
Thailand	35	32	Vietnam	11	12
Spain	25	28	Philippines	12	10
Canada	21	26	Colombia	10	10
Turkey	15	24	Chile	9	10
Mexico	10	20	New Zealand	8	10



### Seoul Food Visitors

Segment	Registered Number of Visitors	%
Buyer	27,756	53.4%
Wholesaler	5,301	10.2%
Importer	4,053	7.8%
Hotel & Restaurant	3,742	7.2%
Visitors	11,122	21.4%
<b>Total</b>	<b>51,974</b>	<b>100%</b>




### Facts & Figures

Seoul Food 2013 generated business consulting work worth USD 1.6 billion and established contracts worth USD 320 million.

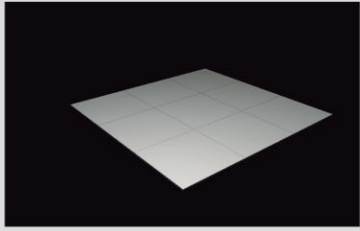


Category	27 <sup>th</sup>	28 <sup>th</sup>	29 <sup>th</sup>	30 <sup>th</sup>	31 <sup>st</sup>	↑ ↓ %
Exhibition Space	53,541	53,541	53,541	70,449	64,831	↓ 7.97%
Number of Exhibitors	888	1,095	1,102	1,155	1,210	↑ 4.76%
Number of Booths	1,720	2,121	2,125	2,333	2,308	↓ 1.07%
Number of Visitors	35,700	43,059	44,093	47,552	51,974	↑ 9.29%
Number of Countries	30	35	43	45	38	↓ 15.6%

## STANDARD PACKAGES

### SEOUL FOOD®HOTEL

Space Only	Walk On Stand	Premium Stand
		
USD 310 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 370 per m <sup>2</sup> (minimum 9m <sup>2</sup> )	USD 400 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 PACK

Space Only	Walk On Stand	Glance
		
USD 310 per m <sup>2</sup> (minimum 18m <sup>2</sup> )	USD 370 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 CLOSING 31 OCTOBER**

**EARLY BIRD DISCOUNT** USD 30 per m<sup>2</sup>  
50% pre-paid deposit required to receive EARLY BIRD RATES.  
EARLY BIRD DISCOUNT is based on Space-Only Rate for any type of booth.

Key Dates	
Registration Opens (Exhibitor & Visitor)	NOW
Registration & Payment Deadline	By 28th of Feb 2014
Submission Deadline (Directory, Exhibitor Badge)	By 28th of Feb 2014
Utility Application Deadline	By 31st of Mar 2014

Register online now at [www.seoulfood.or.kr](http://www.seoulfood.or.kr) and mark your calendar to attend *Seoul Food 2014*