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# 41 SEOUL FOOD 2023

International Food Industry Exhibition, Seoul

30<sup>th</sup> May (Tue) ~ 2<sup>nd</sup> June (Fri), 2023 **KINTEX**

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

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

## WHY SEOUL FOOD

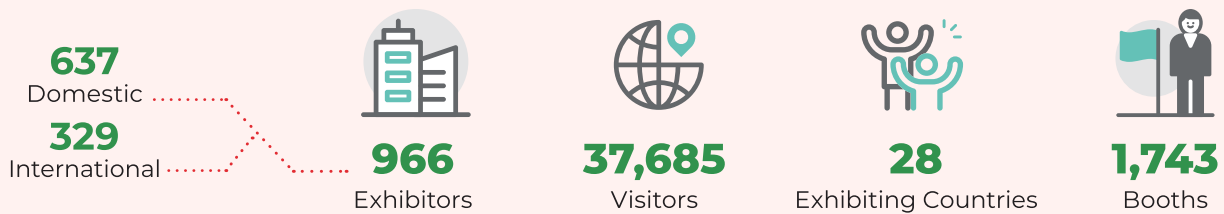
SEOUL FOOD 2023 celebrating its **41st Anniversary** this year, is one of Asia's Top 4 food exhibition with the means of reinforcing cooperation and exchanges for companies at home and abroad, and it is the optimum marketing choice for exhibitors seeking to expand their business to overseas markets.

As the leading trade show for international suppliers expanding their Business into Korean markets, SEOUL FOOD provides you great opportunity to showcase new products and network with over 40,000 key decision makers, buyers and industry experts.

We look forward to having many of food industry companies at SEOUL FOOD 2023.



## SHOW SIZE



## SEOUL FOOD 2023

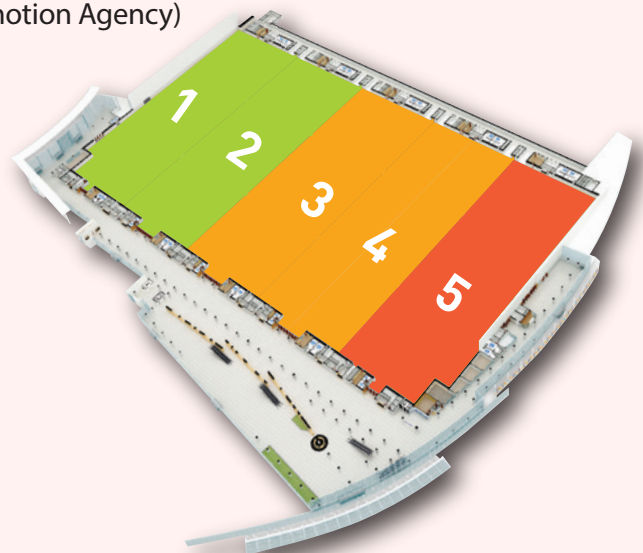
- **Title :** SEOUL FOOD 2023
- **Dates :** 30<sup>th</sup> May ~ 2<sup>nd</sup> June, 2023
- **Time :** 10:00 am ~ 17:00 pm
- **Venue :** KINTEX Hall 1~5
- **Type :** B2B Exhibition
- **Organizer :** KOTRA (Korea Trade-Investment Promotion Agency)
- **Co-organizer :** Informa markets, KINTEX

### Exhibition Center 1

**Hall 1~2** SEOUL FOODTECH  
 SEOUL HORECATECH  
 SEOUL FOODPACK  
 SEOUL FOOD SAFETYTECH

**Hall 3~4** SEOUL FOOD DOMESTIC PAVILION

**Hall 5** SEOUL FOOD INT'L PAVILION



## Business Support Programs for Exhibitors

### BIZ CONSULTING

To facilitate connections and maximize on your business opportunities for entry into the Korean market, Seoul Food & Hotel provides 1:1 matchmaking between international exhibitors and local buyers.

Meet selected inporters, distributors and manufacturers throughout the show days.



### KEY BUYERS IN 2022

MANUFACTURER	IMPORTER/DISTRIBUTOR	WHOLESALER/RETAILER	HOTEL/RESTAURANT
CJ	Lotte Chilsung Beverage	E Mart	McDonald Korea
Daesang	CJ Freshway	Lotte Mart	Starbucks Coffee Korea
Ottogi	Samsung Welstory	Costco Korea	Del Monte Fresh Produce (Korea)
Nongshim	Hyundai Green Food	Homeplus	KFC Korea
Dongwon F&B	Shinsegae Food	Mega Mart	Pizzahut Korea
Samyang Corporation	Ourhome	Nonghyup Hanaro Mart	Domino's Pizza
Seoul Milk	Daesang	7-ELEVEN	IKEA Korea
Lotte Food	Lotte International	GS25	CJ Foodville
Dongsuh Foods	Dongwon Home Food	Ministop	Lotte GRS
Lotte confectionery	BGF Retail	CJ Oliveyoung	Koreanair C&D
Pulmuone	GS Retail	SSG.COM	Asiana Airlines
SPC	Eland Retail	Market Kurly	Samgsung C&T (Everland)
Maeil Dairies		Coupang	Legoland Korea
Nestle Korea		Woowa Brothers	Seoulland
Unilever Korea		Lotte Shopping	Hilton
HY		NS Shopping	Hyatt
Nonghyup		Shinsegae Live Shopping	THE SHILLA
OB (ABinBev Korea)		Hyundai Home Shopping	Lotte Hotels & Resorts
Hite Jinro		Hyundai Department Store	Sono Hotels & Resorts
Orion		Lotte Department Store	Hanwha Hotels & Resorts
Bingrae		Hanwha Galleria	Josun Hotels & Resorts
Crown Confectionery			Haevichi Hotels & Resorts
LG H&H			Walkerhill Hotels & Resorts



# Global Food Trend & Tech Conference 2023

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

'Global Food Trend & Tech Conference 2023' 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



MEAT



DAIRY



SEAFOOD



FRESH PRODUCE



SWEETS  
& SNACKS



BAKERY &  
PASTRY



FOOD INGREDIENTS



NATURAL  
& ORGANICS



VEGAN



HALAL



DRINKS



SPECIALITY  
TEA & COFFEE



WINE &  
SPIRITS

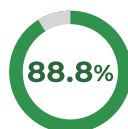


BEER

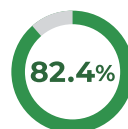
## EXHIBITOR'S VOICES IN 2022



rated SFH as  
good or excellent



satisfied with  
visitor quality



will recommend  
SFH to colleagues



will return in 2023



"It was a great pleasure to participate again at the biggest F&B trade fair in Korea. It was really an utterly successful event and worthwhile travelling to South Korea for the promotion of our Austrian products"

**Wolfgang Köstinger** *Austrian Trade Commissioner & Commercial Counsellor  
Austria Embassy Commercial Section*

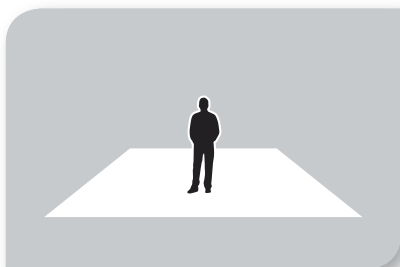
"Seoul Food & Hotel is the biggest and the most prominent destination for international food exhibitors in South Korea. Despite of the Covid-19 pandemic situation, I saw Thai Pavilion so vibrant with many Korean buyers with fruitful outcome this year"

**Chanaya Punnarugsa** *Director of Thai Trade Center, Seoul  
Department of International Trade Promotion, Thailand*



# STANDARD PACKAGES

## BOOTH PACKAGE



**SPACE ONLY**  
**US\$410 per m<sup>2</sup>**  
 (minimum 18m<sup>2</sup>)

Bare floor space,  
 Ideal for large exhibitors or  
 national groups who wish to build  
 their own stand.



**WALK ON STAND**  
**US\$480 per m<sup>2</sup>**  
 (minimum 9m<sup>2</sup>)

walls, carpet, fascia board,  
 1 information desk, 1 round table,  
 4 chairs, 6 spotlights,  
 1kw electricity, 1 power socket,  
 1 trash bin



**PREMIUM STAND**  
**US\$510 per m<sup>2</sup>**  
 (minimum 18m<sup>2</sup>)

walls, carpet, fascia board,  
 1 information desk, 2 round tables,  
 7 chairs, 4 shelves, 1 cupboard,  
 1 brochure rack, 2 showcases with  
 company logo, 9 spotlights,  
 2kw electricity, 2 power sockets, 1 trash bin

From SEOUL FOOD 2023, 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

Registration & Payment Deadline

Early Bird :~31 October, 2022  
 Deadline :~1 March, 2023

Submission Deadline  
 (Directory, Exhibitor Badge)

21 April, 2023

Utility Application Deadline

21 April, 2023

More information at  
**[www.seoulfood.or.kr](http://www.seoulfood.or.kr)**  
 and Mark a date on your calendar  
 to attend **SEOUL FOOD 2023!**