

Culinary Challenge

Korea's world-class culinary competition, co-organised by the Korea Chefs Association and endorsed by Worldchefs

The 7th edition of Seoul Food & Hotel Culinary Challenge returns with 400 professional chefs and students across the globe showcasing passion and innovation. Elevate your brand's presence on the global culinary stage by becoming a valued sponsor and step into the spotlight on this prestigious event. Contact us today to explore the diverse sponsorship opportunities available!

2023 Sponsors



Biz Consulting

Meet your ideal partners through tailor-made meetings

Seoul Food & Hotel links international exhibitors and local buyers to maximise your business possibilities through our exclusive Biz Matching & Consulting programme. Participate in the Biz Consulting to make the connections that matter and Discover synergistic partnerships that drive your business forward.

2023 Result:
113 successful meetings took place between 91 international exhibitors and 33 local buyers



SEOUL FOOD Awards

Earn the SEOUL FOOD Awards triumph trophy

Handpicked by industry experts, SEOUL FOOD Awards honor exceptional products that embody excellence, innovation and sustainability. The best-in-class product receives invaluable benefits to empower its growth and fuel its journey toward even greater success. Join us in recognizing the best of the best at the SEOUL FOOD Awards.



Global Food Trend & Tech Conference

Uncover the future of food and technology

The SEOUL FOOD Conference serves as your compass to discover the knowledge you need to drive your business forward. Explore F&B trends, gain insights, foster connections with thought leaders and lead the change. Attend where trends unfold and react actively to the rapid changing food industry.



BOOTH PACKAGE

SPACE ONLY

US\$420 per m²

(minimum 18m²)



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

WALK ON STAND

US\$490 per m²

(minimum 9m²)



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

PREMIUM STAND

US\$530 per m²

(minimum 18m²)



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

* The Korean Value-Added Tax Law imposes a 10% VAT on all countries, except for the 32 countries with mutual tax exemption agreements with Korea.

Book Your Stand Before 30 November 2023

Enjoy Early Bird Discount \$30/m²



Korea's Largest
International Food Industry Trade Show

11 - 14 JUNE 2024

KINTEX, SEOUL

seoulfood.kotra.biz



With



In conjunction with

CULINARY CHALLENGE

Organised by



Korea Trade-Investment
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Continue your F&B journey at Seoul Food & Hotel.

Seoul Food & Hotel demonstrates that it is an exceptional platform for suppliers to engage with Korea's key buyers and expand business opportunities in the Korean market.

Are you prepared to explore unrivaled opportunities and exciting highlights that await you?

Join us in meeting a diverse range of food and foodtech companies from around the globe at Seoul Food & Hotel.

EXHIBIT CATEGORIES



OUR EXHIBITOR'S VOICE



South Korea is a highly potential and quality conscious market for Indian companies. All professional visitors who tasted our products showed a keen interest in developing regular import relations with Indian producers.

APEDA, India



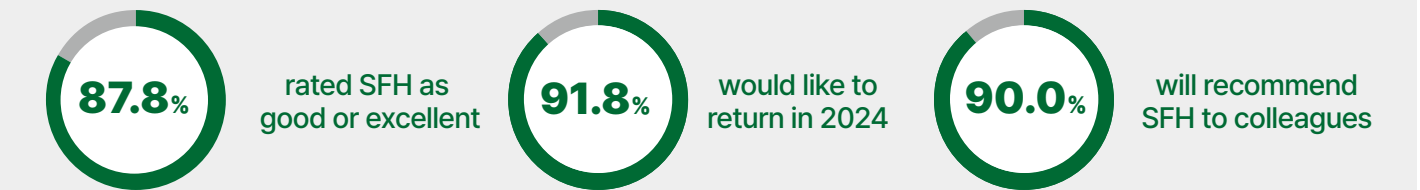
TOP 5 EXHIBITING PRODUCTS

- 1 Agricultural Products
- 2 Coffee / Tea / Beverage / Alcohol
- 3 Meat Products
- 4 Food Additives / Ingredients
- 5 Health / Organic Foods

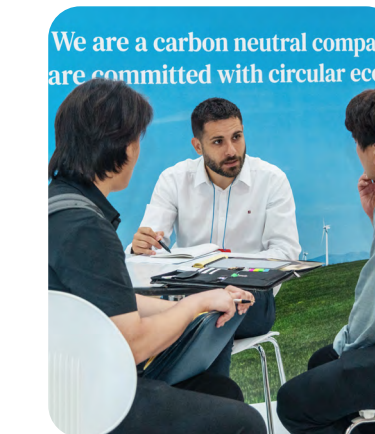
Mill Powder Tech, Taiwan

This exhibition was amazing, demonstrating the demand for food equipment in the Korean market. We have sold all three of our equipment units during the four-day exhibition, which serves as evidence that Seoul Food & Hotel is an excellent gateway to connect with the Korean market.

OUR VISITOR'S VOICE



We are a carbon neutral company and are committed with circular economy.



BUSINESS NATURE

Manufacturer	46.0%
Distributor	23.7%
Importer	8.3%
R&D	8.1%
Wholesaler	5.9%
Hotel & Restaurant	5.2%

MAIN OBJECTIVE

Discover latest industry trends	39.4%
Find new partners for collaboration	27.1%
Find new suppliers	15.2%
Source new products	10.9%
General interests	9.3%

MAIN INTEREST

FOOD & BEVERAGE	
Processed Foods	50.3%
Agriculture Products	35.7%
Food Additives/Ingredients	35.1%
Frozen Foods	30.1%
Health/Organic Foods	28.8%
Meat Products	28.0%
Convenience Foods	26.5%
Beverage/Coffee/Tea	25.7%
Condiments/Seasonings/Oils	22.4%
Bakery/Confectionery	21.9%
Vegan/Alternative Proteins	21.6%
Seafood Products	21.3%



FOODTECH & FOODPACK & HORECATECH & SAFETYTECH	
Food processing machinery	49.1%
Food hygiene equipment	37.5%
Packaging machinery & components	35.0%
Packaging materials & Packaging container	25.8%
Kitchen & Restaurant machinery	21.1%
Food inspection and analysis instruments	18.9%
Packaging design	17.9%
Packaging processing machinery	16.9%
Packaging related machinery	16.0%
Eco-friendly packaging	15.6%



SHOW SIZE



VENUE MAP

