

SEOUL FOOD 2016

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Overview of Seoul Food 2016

Overview of Seoul Food 2016

Dates	5. 10(Tue) ~ 5. 13(Fri) [4 Days]
Edition	34 th
Scale	74,171 m ²
Exhibition Composition	 <pre> graph TD A[SEOUL FOOD 2016] --- B[SEOUL FOOD & HOTEL] A --- C[SEOUL FOODTECH] A --- D[SEOUL FOODPACK] A --- E[SEOUL HORECATECH] </pre>
Venue	KINTEX Hall 1~5, 7~8
Target Goal	1,550 Exhibitors (Domestic 900, Overseas 650) 3,000 Booths (Domestic 2,200, Overseas 800)
Events	Global Food Plaza, Business Meetings, K-Food Seminar etc.

Overview of Seoul Food 2016



Hall 1,2,3

SEOUL FOODTECH,
SEOUL FOODPACK

Hall 4,5

HORECA TECH,
SEOUL FOOD & HOTEL
(INTERNATIONAL)

Hall 7,8

SEOUL FOOD & HOTEL (DOMESTIC)

II

Review of Seoul Food 2015

Review of Seoul Food 2015

- Commencement Year : 1983
- The Third-Largest Food Exhibition in Asia
- Facts & Figures

	2012	2013	2014	2015
Exhibition Space (m ²)	64,766	64,831	64,831	74,171
Exhibitors	1,155	1,210	1,336	1,487
Booths	2,333	2,308	2,553	2,896
Visitors	49,156	51,974	52,800	54,117

Review of Seoul Food 2015

■ Seoul Food's Status

■ Comparison between Asia's Major Food Exhibitions

	Foodex Japan Tokyo2015	Food&Hotel Asia Singapore2014	Seoul Food 2015
Exhibition Space (m ²)	72,000m ²	95,000m ²	74,171m²
Exhibitors	2,977	2,937	1,487
Visitors	77,361	63,555	54,117

Review of Seoul Food 2015

■ A Steady Growth Course with Seoul Food

Seoul Food 2015 was yet another record-breaking success:

■ 11.3% increase in total exhibitors

■ 8.1% increase in International Pavilion booths

■ 2.49% increase in total visitors

The industry and its internationality are continuing apace:

The success story of Seoul Food continues!

Success on All Levels

Review of Seoul Food 2015

■ Exhibitor Information

Number of Exhibiting Countries	44	+11.3% compared to 2014
Total Number of Exhibitors	1,487	
Number of Domestic Exhibitors	845	
Number of International Exhibitors	642	



Domestic Pavilion



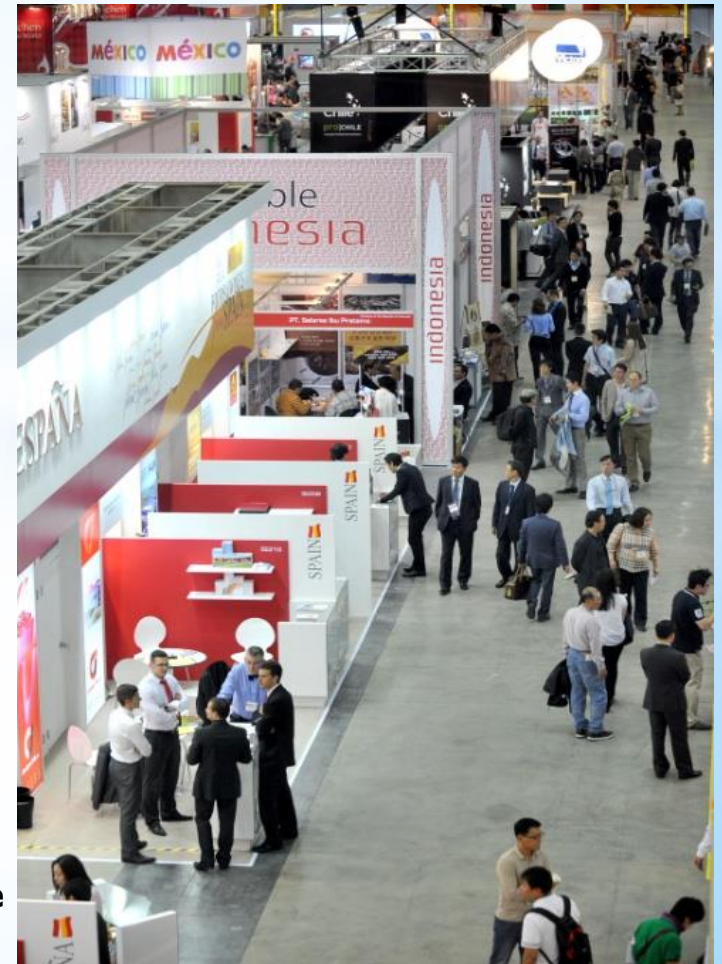
International Pavilion

Review of Seoul Food 2015

■ Nationalities of Exhibitors

Country	Exhibitors	Booths
China	155	160
USA	56	78
Thailand	38	41
Canada	54	40
Turkey	19	38
Taiwan	31	34
Australia	54	28
Japan	9	18
Germany	11	17
Belgium	11	17
New Zealand	11	15
Italy	12	15
Netherlands	8	14
Mexico	10	14
Ecuador	14	12
Vietnam	11	12

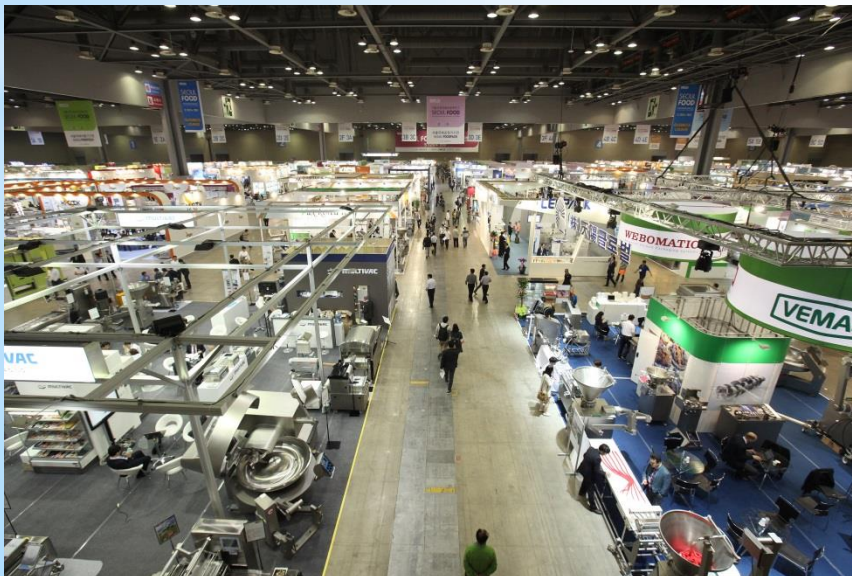
*** Seoul Food 2015 had more overseas exhibitors than ever before**



Review of Seoul Food 2015

■ Booth Information

Total Number of Booths	2,896	+13.4% compared to 2014
Number of Booths in Domestic	2,202	
Number of Booths in International	694	



Domestic Pavilion



International Pavilion

Review of Seoul Food 2015

■ Visitor Information

Number of Visiting Countries	44	+2.49% compared to 2014
Total Number of Visitors	54,117	
Number of Domestic Visitors	50,859	
Number of International Visitors	3,258	



Review of Seoul Food 2015

■ Exhibition Space

Total Gross Exhibition Space	74,171 sqm	+14.4% compared to 2014
Domestic Pavilions	52,787 sqm	
International Pavilion	21,384 sqm	



Review of Seoul Food 2015

■ Areas of Interest to Visitors

Visitors by Exhibition Hall (in %)

FoodTech Pavilion

Packaging Machinery & Component	31.6
Packaging Materials & Container	20.8
Packaging Design	15.4
Packaging Processing Machinery	12.3
Technology Related Packaging	9.0
Packaging Print Machinery	4.4
logistic Machinery And Service	4.2
Patented Packaging Product	2.3

HORECA Tech Pavilion

kitchen & Restaurant Machinery	32.9
Coffee Machinery	26.2
Ceramic & Dishware	17.4
Others	23.5

1 These sections of the survey allowed for multiple selections.

FoodPack Pavilion

Packaging Machinery & Component	31.6
Packaging Materials & Container	20.8
Packaging Design	15.4
Packaging Processing Machinery	12.3
Technology Related Packaging	9.0
Packaging Print Machinery	4.4
logistic Machinery And Service	4.2
Patented Packaging Product	2.3



Review of Seoul Food 2015

■ Areas of Interested to Visitors

Visitors by Exhibition Hall (in %)

Food & Hotel Pavilion

Agricultural Products	17
Ingredients & Additives	10
Coffee & Tea	10
Livestock	9
Bakery & Confectionery	9
Seafood Products	9
Health & Organic	7
Food Information	7
Dairy	6
Franchise	5
Beverage	5
Traditional Food	3
Poultry	2
Catering Service	2



Review of Seoul Food 2015

■ Global Food Plaza

Number of Participating Countries	27	All buyers invited by KOTRA's 44 branch offices
Number of Invited Companies	139	
Number of Conducted Meetings	919	
Number of Concluded Deals	US\$283 million	



III

Exhibition Stand Fittings

Exhibition Stand Fittings

■ Stand Packages

Space Only	Walk on Stand	Premium Stand
\$340/sqm (minimum 18 m ²)	\$410/sqm (minimum 9 m ²)	\$440/sqm (minimum 18 m ²)
1 booth=18m ² (3mx6m) \$340/m x 18m ² USD 6,120/booth	1 booth=9m ² (3mx3m) \$410/m x 9m ² USD 3,690/booth	1 booth=18m ² (3mx6m) \$440/m x 18m ² USD 7,920/booth
-	walls, carpet, spotlight, fluorescent lights, power point, chairs, Info counter, table, fascia, shelves	walls, carpet, spotlight, fluorescent lights, power point, chairs, counter, table, fascia, lockable cupboard display cube, shelves

* Features and specification are subject to change without notice.

* Official stand fitting contractor's contact details to be advised later.

Exhibition Stand Fittings

■ Walk on Stand



■ Premium Stand



* Specifications and images are subject to change without notice.

Thank you