

SFH FOOD & HOTEL SEOUL

1-4 May 2018

Korean International
Exhibition Center (Kintex)



**The International Exhibition for the Food, Drink, Hotel,
Restaurant, Foodservice, Bakery & Supermarket Industries**

Held in conjunction with:

CULINARY CHALLENGE 2018 | SEOUL FOODTECH 2018

WINE KOREA 2018 | MEAT KOREA 2018

Including:

SEOUL FOODMAC 2018 | SEOUL FOODPACK 2018 | SEOUL FOODSAFETY 2018

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UBM

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The International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Supermarket Industries

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Seoul Food and Hotel, the gateway to Korea for international exporters, continues its role the country's most important tradeshow for the entire food, beverage, foodservice and hospitality industry and returns for its 2018 edition between 1 - 4 May 2018. Once again SFH will offer 4 days of uniquely trade-only buyers including key importers, distributors, restaurateurs, retailers and hoteliers from the whole of Korea.

As a nation of food lovers who have ever-evolving tastes, and where global food trends are always developing, Korea's demand for new and innovative international food products continues to grow. Add to this Korea's position as a proponent of Free Trade Agreements (with ASEAN, EU, USA, Canada, Turkey, Pacific Alliance and more) it is clear to see why there is continued and growing demand for exporters from the F&B industry, to access the Korean market.

WHY CHOOSE THE KOREAN MARKET?



11TH
LARGEST ECONOMY
IN THE WORLD



51%

OF THE POPULATION LIVE WITHIN
SEOUL'S METROPOLITAN AREA

70%



OF FOOD NEEDS TO RELY ON IMPORT



3% GDP

ANNUAL GROWTH
FORECAST BETWEEN
2016-2020

82%

OF POPULATION LIVE
IN URBAN AREAS



HOW BIG IS THE SHOW?



EXHIBITION AREA:

76,121m² with 18,639m² dedicated to the International Hall



ATTENDANCE:

54,200 trade visitors from all over Korea and 6 continents



EXHIBITING COMPANIES:

552 from **39** countries and regions



NATIONAL PAVILIONS:

32 – Seoul Food and Hotel 2017 once again highlighted its international recognition and role as a global food event welcoming exhibitors from 39 countries, including 32 national pavilions coordinated by government bodies, trade export associations and pavilion organisers

WHICH NATIONAL GROUPS ATTENDED?



 AUSTRALIA

 CANADA

 CUBA

 HUNGARY

 KOREA

 POLAND

 SRI LANKA

 USA

 AUSTRIA

 CHILE

 DENMARK

 INDONESIA

 MEXICO

 PORTUGAL

 TAIWAN

 UK

 BELGIUM

 CHINA

 ECUADOR

 ITALY

 PERU

 RUSSIA

 THAILAND

 UKRAINE

 BOLIVIA

 COLOMBIA

 GERMANY

 JAPAN

 PHILIPPINES

 SPAIN

 TURKEY

 VIETNAM

WHAT DO THE EXHIBITORS SAY?



92%

SAID THEY 'ACHIEVED
THEIR OBJECTIVES'
AT SFH 2017



87%

EXPECTED TO
RECEIVE ORDERS
AS A RESULT OF
THE SHOW



94%

RATED VISITOR
QUALITY AS
EXCELLENT,
GOOD OR FAIR



FOCUSED SECTORS



WINE KOREA



WINE KOREA: With Korea's developing taste for wines from around the world, Wine Korea provides informative seminars that are held during Seoul Food and Hotel, along with targeted wine buyer marketing to ensure high quality wine buyers from all over Korea including active promotion amongst some of Korea's top wine publications.

MEAT KOREA



MEAT KOREA: As one of the strongest sectors within the Korean food industry for imported product, Meat Korea not only focuses buyer campaigns to ensure key buyers from the meat industry are present, but also provides a dedicated area within the exhibition hall for exporting meat producers and processors looking to develop their business in Korea.

Culinary Challenge

THE SEOUL FOOD & HOTEL CULINARY CHALLENGE is set to expand once again for its fourth edition in 2018, building upon a successful first three events. The 2017 Culinary Challenge was comprised of a series of competitions across 17 sponsored categories, where for the first time international chefs competed along with Korean chefs - a total of 300 chefs competing in total. Chefs in the competition range from students to professionals, cooking with international food products - sourced from around the world.

".. We felt the timing was just right for our company and products. Thanks again for the great organization that gathered quality and various visitors..."

Isabelle Marcil, General Manager, Nature Zen

"It was great participation! We hope to come back next year. Portuguese wine is becoming famous in South Korea so we would like to see the growth in this sector..."

Francisco Sendas, International Business Developer, AEP

VISITOR STATISTICS



BY REGION	% OF TOTAL
Seoul	40%
Gyeonggi / Incheon	35.4%
Daejeon / Chungcheong / Sejong	7%
Busan / Gyeongnam / Ulsan	2.3%
Daegu / Kyungbuk	2.5%
Gwangju / Jeolla	3%
Gwangwon	1.6%
Jeju	0.6%
Other	7.6%



BY INDUSTRY	% OF TOTAL
Manufacturer	27.8%
Wholesaler	17.8%
Distributor	16.6%
Hotel/Restaurant/Resort	10.9%
Institute	7.9%
Trader	5.4%
Researcher	4%
Press	3.5%
Retailer	3.4%
Others	2.6%



BY INTEREST	% OF TOTAL
Fine food (Agriculture, Marine & Stock Farm products, Processed goods)	41.6%
Food ingredients (Food additives)	24.1%
Dessert & beverage (Confectionary & Bakery, Wine/Alcohol/Beverage)	18.7%
Premium food (Healthy food)	15.5%

INDUSTRY SUPPORT



All of the leading industry and governmental bodies and associations support Seoul Food & Hotel 2018.

- Ministry of Trade, Industry & Energy (MOTIE)
- Ministry of Agriculture, Food and Rural Affairs (MAFRA)
- Ministry of Food and Drug Safety (MFDS)
- Rural Development Administration (RDA)
- Gyeonggi-do
- Goyang City
- Korea Food Research Institute (KFRI)
- Korea Federation of Small and Medium Business (KBIZ)
- Korean Society of Food Science and Technology (KoSFoST)



VENUE



The KINTEX exhibition complex is one of the newest and finest international facilities in North East Asia in size, operational systems and service quality. It is equipped with facilities and infrastructure superior to other exhibition centres all over the world. It is close to both Gimpo and Incheon international airports and a short distance from metropolitan Seoul. It is close to many leading hotels and is within easy reach of the Seoul subway system. After its recent expansion, the centre now occupies over 100,000m² gross of exhibition space. KINTEX is widely recognised as one of the finest centres in Asia, and now one of the finest in the world.

ORGANISERS



UBM is Asia's leading organizer of food and hospitality shows, with 20 such events in the region. These events are marked with the famous Apple quality symbol, and include FHC China, FHA in Singapore and HOFEX in Hong Kong, and in their unique partnership with KOTRA, the Korea Trade-Investment Promotion Agency, it has made Seoul Food & Hotel the undisputed entry point to the Korean food, drink and hospitality market.

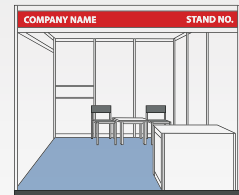
UBM Plc is headquartered in London and listed on the London Stock Exchange. UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Southeast Asia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 36 offices and 1,600 staff.

STAND PACKAGE OPTIONS



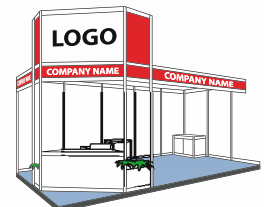
Bare floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

SPACE ONLY
US\$370 per m²
(minimum area 18m²)



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, shelving & waste paper basket.

WALK ON STAND
US\$450 per m²
(minimum area 9m²)



Includes walls, carpet, lighting, fascia, power point, counter, table, chairs, lockable cupboard, storage, shelving & waste paper basket.

PREMIUM STAND
US\$480 per m²
(minimum area 18m²)

BOOK A STAND

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