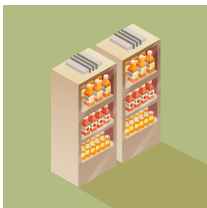
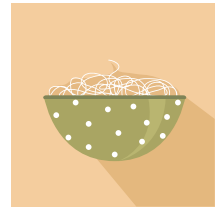
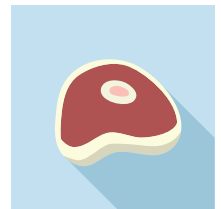


FOOD WEEK KOREA 2015



November 18 – 21, 2015
Coex Halls A - D, Seoul, Korea

www.koreafoodweek.com



 UFI (Global Association of the Exhibition Industry) approved event

 2015 most promising exhibition selected by MOTIE (Ministry of Trade, Industry & Energy)

10th Anniversary of Food Week Korea!

Since Food Week Korea launched in 2006 with the name of Korea Food Expo, Food Week has shown dramatic increase.

1. Certification

 (Global Association of the Exhibition Industry) approved event



2015 most promising exhibition selected by MOTIE (Ministry of Trade, Industry & Energy)

Food Week Korea has been certified with diverse organizations by being recognized its growth possibility and power of the exhibition.

2. Scale



3. 10th Anniversary: New Food Week Korea

- Food Week TECH **NEW** : Exhibition of hygiene and safety related brand and newly launched food technology, opening the sharing economy in food industry
- Food Week BAR **NEW** : Exhibition of beverage and alcohol brands
- Seoul Cooking & Dining Show **NEW** : Experience-oriented marketing platform
- Food Week Global : Expansion of International Food Pavilion

Why Food Week Korea?

4 in 1

Food Week Korea is a platform to explore every aspect of the food and beverage industry, from raw ingredients, to machinery, packaging, food products, drinks, desserts, and more all under one roof, providing the synergy effects for food business.

The Best Business Platform

Food Week Korea invites about 200 buyers every year to participate at Food Week Korea's Biz-matching Program. The meetings with both domestic and overseas buyers from all over the world will boost the exhibitors' business.

Premium Food & Beverage Event

Food Week Korea is the must visit exhibition for food industry, providing the latest trends of food market via premium cooking competition, cooking show, international conference, and more along with exhibition.

Show Overview

Title / Food Week Korea 2015

Venue / Coex Hall A – D (36,007sqm), Seoul, South Korea

Dates / November 18 (Wed) – 21 (Sat), 2015

Expected Scale / 1,000 companies, 1,800 booths

Organizer / Coex Co., Ltd.

Sponsored by / MOTIE (the Ministry of Trade, Industry & Energy), Ministry of Food and Drug Safety, Seoul Metropolitan Government, Gangnam-gu Office

Approved by / UFI, MOTIE

Concurrent Events / One-on-one business meeting matching program, Food-related symposiums & conferences, Cooking demonstration shows and cooking competitions

Co-located Shows / Food Week Korea Global, Seoul International Bakery Fair
Seoul Cooking & Dining Show, Food Week TECH, Food Week BAR

Special Events for 2015 / 10th Anniversary Global Food, Food TECH Shop (New Product Showcase)

Exhibit Items /

 Food & Beverage	- Farm Products (Processed Agricultural Products, Vegetable, Fruit, Grain, Beans, Processed Fruit) - Sea Products (Fishery, Crustacean, Seaweed, Processed Frozen Sea Food) - Livestock Products (Beef, Pork, Imported Meat, Bacon, Ham, Sausage, Frozen Livestock Products) - Dairy & Poultry (Chicken, Duck, Egg, Processed Poultry Products, Milk, Butter, Cheese) - Rice & Fermented Food (Grain, Rice, Processed Rice Products, Salted Products, Fermented Products) - Beverages (Makgeolli, Liquors, Coffee, Tea, Wine, Health/Functional Beverages) - Grocery & Seasoning (Processed Food, Food Additives, Seasoning, Spices) - Health/Functional Food Products (Vitamin, Mixed Grain Powder, Ginseng, Red Ginseng, Organic Food, Health Supplement) - Bakery (confectionery, Raw & Subsidiary materials, Bread, Cookies, Traditional Korean Sweets, Pizza, Hamburger, Sandwich, Candy, etc.)
 Machinery & Kitchen Utensils	- Cooking Equipment (Meat Processing Machine, Coffee & Tea machine, Grinder, Induction Range, Oven, Refrigerator & Freezer, Sink) - Kitchen Utensil (Airtight Container, Pottery, Dinnerware, Food Containers, Home-baking Equipment, Hotel Equipment, Kitchen Supplies)
 Food Packaging	- Packaging Equipment (Wrapping Equipment, Labeler, Sealing equipment, Packing Container, Food Packing)
 Food Safety	- Safety Products & Hygiene Equipment (Hygienic Food Processing Equipment, Sanitizers, Hygiene Measuring Device, Laboratory Equipment, Safety Flooring, Factory & Workplace Flooring, Hygiene & Cooking Gear and Clothing)



Results from Food Week Korea 2014

Title / Food Week Korea 2014

Venue / Coex Halls A – D, Seoul, Korea

Period / November 12-15, 2014 (10:00 – 17:00)

Scale / 833 Exhibitors, 1,618 Booths, 28 Countries (36,007sqm)

Visitors / 47,437 Visitors (Including 1,548 Overseas Buyers)

Sponsored by / MOTIE (the Ministry of Trade, Industry & Energy), Ministry of Food and Drug Safety, Seoul Metropolitan Government, Gangnam-gu Office

EXHIBITOR ANALYSIS

833 Exhibitors, 1,618 Booths from 28 Countries

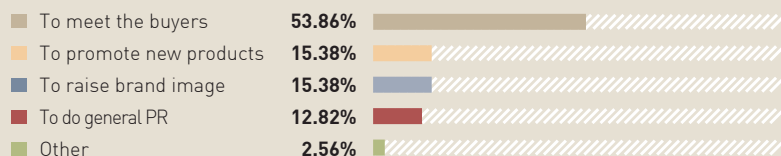
International Exhibitors (162 Exhibitors, 186 Booths)

ASIA / Korea, China, Japan, Taiwan, India, Malaysia, Indonesia, Thailand, Philippines, Singapore, Brunei, Vietnam, Laos, Myanmar, Cambodia, UAE

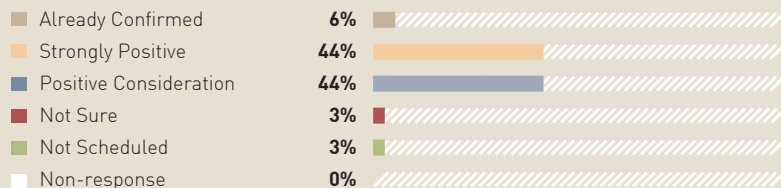
EUROPE / Poland, Austria, Belgium, Germany, Lithuania, Russia, Uzbekistan

OTHERS / Australia, Peru, USA, Canada

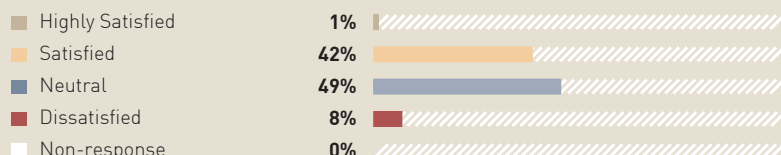
① Purpose of Exhibit



② Participation in 2015



③ Satisfaction with Overall Management



VISITOR ANALYSIS

47,437 Visitors (Including 1,548 Overseas Buyers)

Visitors Profile

- Retail and Wholesale
- Hotel & Restaurant
- Importers and Exporters
- F & B Manufacturers
- Trade Representatives
- Dietician / Nutritionist
- Caterer
- Supermarket / SSM / Hypermarket
- Department Store
- Convenience Store
- Online Shopping
- Sommeliers / Bartender
- Trade Delegations
- Airline / Institutional

Major Buyers at Food Week Korea 2014

Convenience Stores / GS25, Seven Eleven, Ministop, Etc.

Department Stores / Lotte, Shinsegae, Hyundai, AK Plaza, etc.

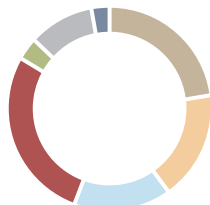
Food Service / Amoje, Shinsegae, CJ Freshway, etc.

Franchise / Ourhome, CJ Foodville, Sun at Food, etc.

Wholesale Stores / Lotte Mart, E-Mart, Homeplus, Mega Mart, Nonghyup Hanaro, Savezone, etc.

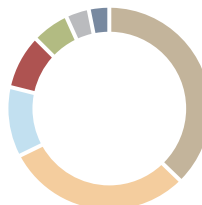
① Type of Business

Distributor	31 %
Bakery	26 %
Manufacturer	18 %
Hotel & Restaurant	12 %
Trade	9 %
Consulting	3 %
Media	1 %



② Purpose of Visit

To purchase new products	38%
To gather information	36%
To meet existing supplier	6%
General Visit	4%
To participate in seminar/conference	2%
To start new business	1.3%
To participate as exhibitor in 2015	1%

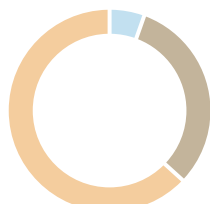


1:1 Biz-Matching Program Results

151 Hosted Buyers (57 Overseas), **295** Exhibitors, **688** Meetings

① Satisfaction with Biz Matching Program

Highly Satisfied	26%
Satisfied	69%
Neutral	5%



② Top Items Consulted

Food & Beverage	27.4%
Processed Food	25.3%
Ingredients & Services	12.6%
Machinery	10.5%
Frozen Food	8.4%
Sea Food	8.4%
Bakery	5.3%



Participation Guidelines

Submit Application

Deadline: September 30, 2015

Send Down Payment

50% of the total booth cost
Due within 1 week of
application submission

Send Final Payment

Deadline: October 7, 2015

Opening of Food Week Korea 2015

November 18, 2015

Application Submission : Submit the application to the Food Week Korea 2015 Secretariat via fax (+82-2-6944-8302) or email (foodweek.info@coex.co.kr).

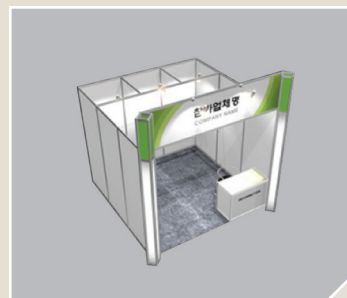
Application Guidelines

Booth Fee

	Booth Type	Unit Price
Early Bird Registration (Due May 30, 2015)	Space Only	USD 2,600
	Shell Scheme	USD 2,900
	Premium Stand	USD 3,400
General Registration (Due September 30, 2015)	Space Only	USD 2,800
	Shell Scheme	USD 3,100
	Premium Stand	USD 3,400

Utilities and Additional Services

Type		Details	Unit Price
Electricity (Frequency 60Hz)	Power Supply	220V Single-Phase	Daytime: US \$70/Kw 24 hours: US \$80/Kw
		220V Triple-Phase	
		380V Triple-Phase	
Telephone	Domestic Line	Includes long distance calls	US \$70
	International Line		US \$200
Water System	Pressure	2.9kg/cm ² (max)	US \$200
	Sub Piping Size	15mm(max)	
Plumbing	Sub Piping Size	25mm(max)	US \$200
	Capacity	5.8cm ² /min(max)	
Compressed Air	Pressure	6-6.5kg/cm ² (max)	US \$200
	Sub Piping Size	9mm(max)	
Wired LAN		T1line	US \$200
RFID System			US \$200
Biz-Matching Service		3 Meetings Guaranteed	US \$100



Shell Scheme

[3M*3M]

Plastic panel assembly_ 1m width × 2m height

Booth Sign_ Company name + booth number

Flooring_ Needle punch carpet

Furniture_ 1 information desk + 1 chair
(same set regardless of booth size)

Light_ 1 fluorescent lamp (40W)
+ 4 spot lights (100W)



Premium Stand

[3M*3M]

The premium booth package offers an impressive LED lighting and a block-constructed style that resembles an independent booth while maintaining the conveniences of a shell-scheme booth.

Marketing & Promotion

Special Offer for Exhibitors and Buyers

National Pavilion Package Benefits

Countries aiming to boost their exports can create an enhanced National Pavilion at Food Week Korea 2015. All national trade promotion agencies and foreign embassies in Korea are eligible for National Pavilion package benefits.

- Booth fee discount depending on the number of exhibitors at pavilion (up to 20% discount)
- Upgraded booth - National flag and country name will be integrated into the booth design
- 1:1 Biz-Matching Program arranged for domestic and international buyers.
- One-Stop Service Assistance (translation service, hotel and airline arrangements)
- Free advertising on show official website and in show directory
- Free promotional opportunities on the e-news distributed to 50,000 buyers
- 5% to 15% discount on airfare for delegates, buyers and exhibitors from your country who use Coex's designated partner's carriers.

Sales Agents Partners Worldwide

Food Week Korea has overseas partners all around the world to globalize the exhibition.



FOOD WEEK KOREA 2015

Floor plan

Hall C

Seoul International Bakery Fair
Kitchen Fair
Food Week TECH

Hall D

Seoul Cooking & Dining Show
F&B Franchise Pavilion
Fine Food Fair
Seoul Cooking & Dining Show
Craft Dining Collection

3F

Hall A

Food Week Korea
Premium Agriculture,
Fisheries, Livestock Pavilion

Hall B

Food Week Global
International Fine Food Show

1F

Grand Ballroom

Food Week BAR

* The floor plan is subject to change without notice.