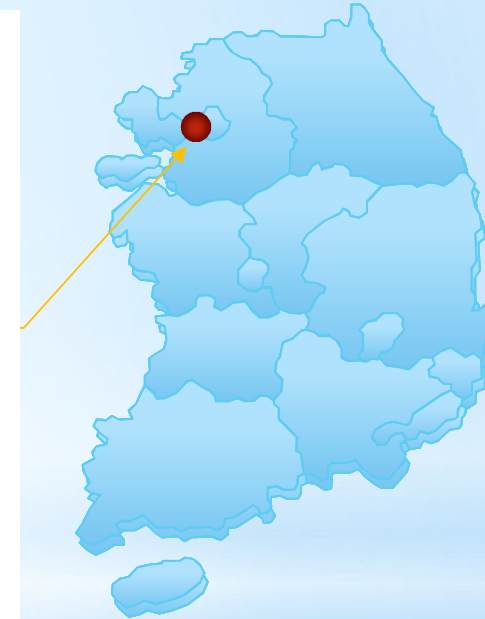


Greek – Korean Chamber of Commerce



SEOUL FOOD 2014

International Food Industry Exhibition, Seoul

2014. 5. 13(Tue) ▶ 16(Fri) **KINTEX**

Contents



I Overview of Seoul Food 2014

II Review of Seoul Food 2013

III Exhibition Stand Fittings

Overview of Seoul Food 2014



Dates 5. 13(Tue) ~ 5. 16(Fri) [4 Days]

Edition 32nd

Scale 64,831sq.m

Exhibition Composition



Venue KINTEX Hall 1,2,3,4,5,7

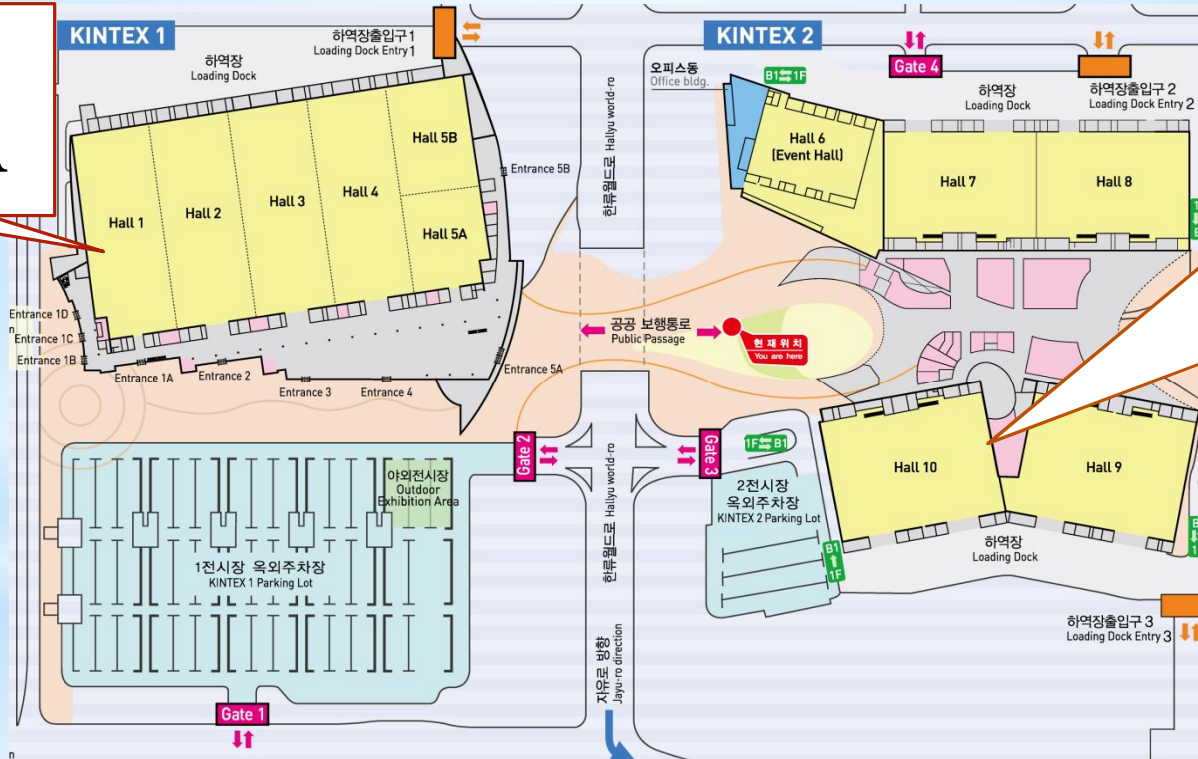
Target Goal 1,450 Exhibitors (Domestic 950, Overseas 500)
2,500 Booths (Domestic 1,800, Overseas 700)

Events Global Food Plaza, Culinary Demonstration,
Cooking Concert, K-Food Seminar etc.

Overview of Seoul Food 2014



Hall 1-5, 7
by KOTRA



Hall 9-10
by Ministry
for Food,
Agriculture,
Forestry and
Fisheries

Hall 1,2,3

Hall 4,5

Hall 7

SEOUL FOODTECH
SEOUL PACK

SEOUL FOOD&HOTEL
(DOMESTIC &
INTERNATIONAL)

SEOUL FOOD&HOTEL
(DOMESTIC)
SEOUL CULINARY ACADEMY

Review of Seoul Food 2013



■ Commencement Year : 1983

■ The Third-Largest Food Exhibition in Asia

■ Facts & Figures

Segment	2011	2012	2013	2014
Exhibition Space (m ²)	53,541	64,766	64,831	64,831
Exhibitors	1,102	1,155	1,210	1,450
Booths	2,125	2,333	2,308	2,500
Visitors	45,331	49,156	51,974	55,000

Review of Seoul Food 2013



■ Seoul Food's Status

■ Comparison between Asia's Major Food Exhibitions

Segment	Foodex Japan Tokyo 2013	Food&Hotel Asia Singapore 2012	Seoul Food 2013
Exhibition Space (m ²)	54,000m ²	92,000m ²	64,831m ²
Exhibitors	2,544	2,845	1,210
Visitors	71,536	60,707	51,974



Review of Seoul Food 2013



■ A Steady Growth Course with Seoul Food

Seoul Food 2013 was yet another record-breaking success:

■ 21.1% increase in International Pavilion space

■ 4.8% increase in total exhibitors

■ 29% increase in International Pavilion booths

■ 5.7% increase in total visitors

■ 2.5% increase in visitor countries

The industry and its internationality are continuing apace:

The success story of Seoul Food continues!

Review of Seoul Food 2013



■ Exhibitor Information

Number of Exhibiting Countries 41

Total Number of Exhibitors 1,210

Number of Domestic Exhibitors 660

Number of International Exhibitors 550

+4.8%
compared to 2012



Domestic Pavilion



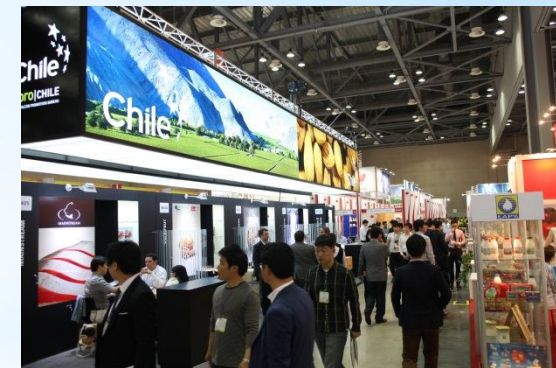
International Pavilion

Review of Seoul Food 2013



■ Nationalities of Exhibitors

Country	Exhibitors	Booths
China	170	184
USA	40	62
Taiwan	27	32
Thailand	35	32
Spain	25	28
Canada	21	26
Turkey	15	24
Mexico	10	20
Japan	22	18
Germany	9	16
Poland	20	12
Vietnam	11	12
Philippines	12	10
Colombia	10	10
Chile	9	10
New Zealand	8	10



Seoul Food 2013 had more overseas exhibitors than ever before

Review of Seoul Food 2013



■ Booth Information

Total Number of Booths	2,308
Number of Booths in Domestic	1,679
Number of Booths in International	629

-1.02%
compared to 2012



International Pavilion

Review of Seoul Food 2013



■ Visitor Information

Number of Visiting Countries 81

Total Number of Visitors 51,974

Number of Domestic Visitors 48,808

Number of International Visitors 3,166

+5.7%
compared to 2012



Review of Seoul Food 2013



■ Exhibition Space

Total Exhibition Space	64,831 sqm	+1.0% compared to 2012
Domestic Pavilions	50,314 sqm	
International Pavilion	14,517 sqm	

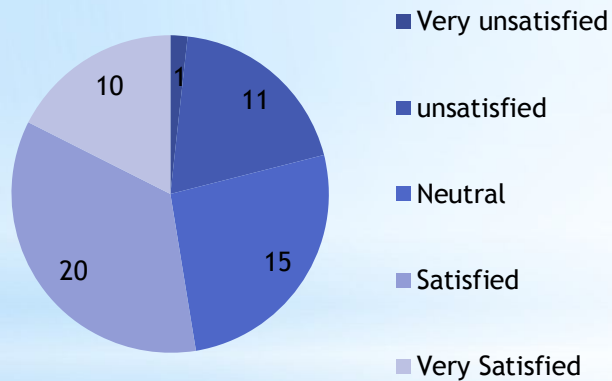


Review of Seoul Food 2013

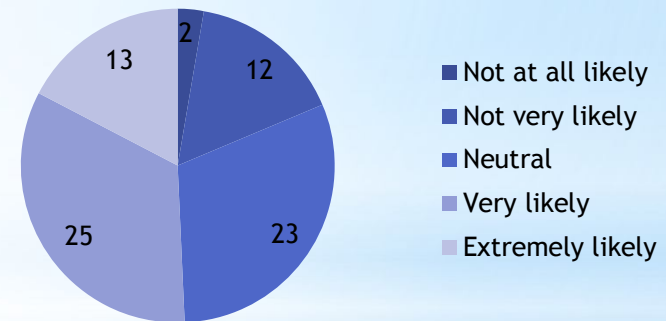


Exhibitor Analysis

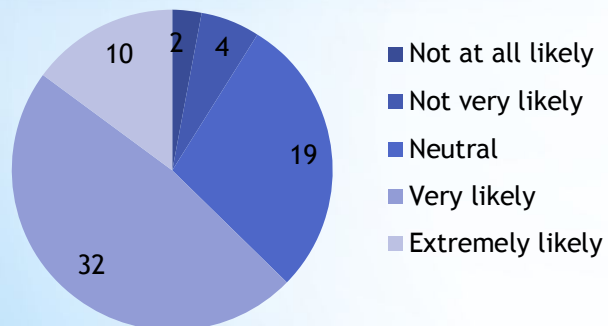
Overall Assessment of Exhibitor (in %)



Willingness to Recommend (in %)



Intention to Participate in the Future (in %)

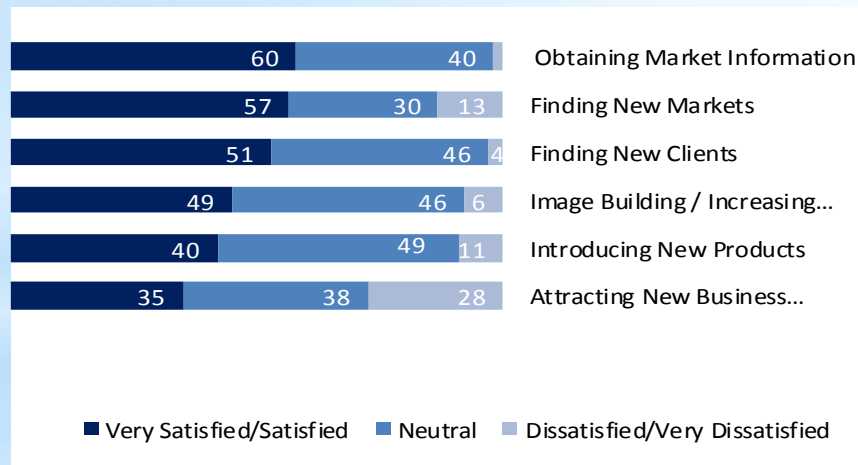


Review of Seoul Food 2013

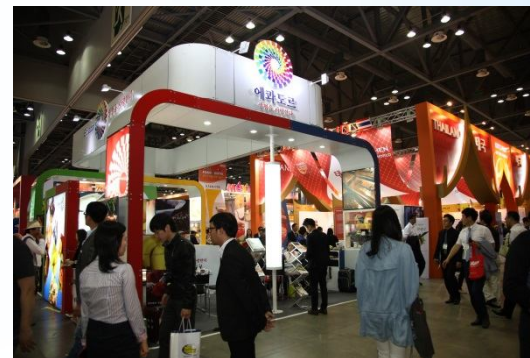
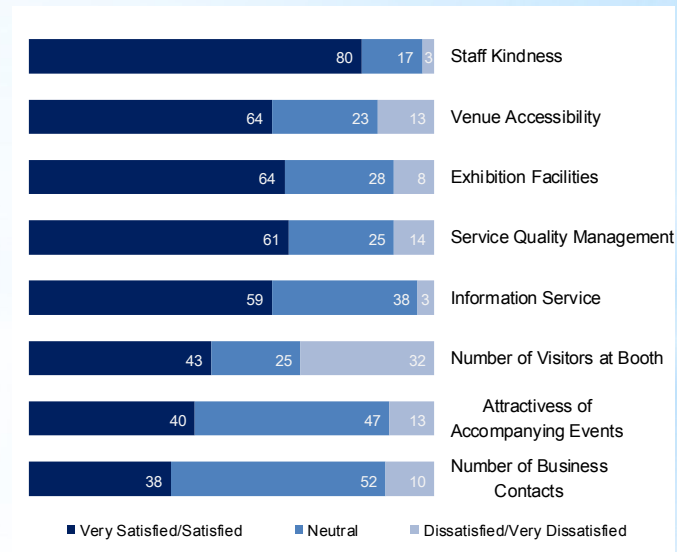


Exhibitor Analysis

Achievement of Exhibitor Objectives (in %)



General Assessment of Exhibition (in %)



Review of Seoul Food 2013



■ Areas of Interest to Visitors

Visitors by Exhibition Hall (in %)*

Food Mac Pavilion

Processing Machinery	36
Food IT Equipment	16
Kitchen Appliances·Furniture	13
Kitchen & Restaurant Machinery	12
Bakery & Confectionery Equipment	11
Catering Service	8
Food Transportation Equipment	4

Food Pack Pavilion

Packaging Materials / Container	36
Packaging Machinery / Component	27
Packaging Processing	18
Packaging Related Machinery	12
Packaging Related Service	8

Food Safety Pavilion

Sanitation Equipment	48
Preservation Technology	29
Inspection & Analysis Machinery	20
Floor Safety	4

* These sections of the survey allowed for multiple selections.

Review of Seoul Food 2013



Areas of Interest 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



* These sections of the survey allowed for multiple selections.

Review of Seoul Food 2013



■ Global Food Plaza

Number of Participating Countries 19

Number of Invited Companies 87

Number of Conducted Meetings 1,036

Number of Concluded Deals Worth US\$320 million



Exhibition Stand Fittings



■ Stand Packages

Space Only	Walk on Stand	Premium Stand
€310/sqm	€390/sqm	€450/sqm
1 booth=9m ² (3mx3m)	1 booth=9m ² (3mx3m)	1 booth=9m ² (3mx3m)
€310/m x 9m ² ↓	€390/m x 9m ² ↓	€450/m x 9m ² ↓
€2,790/booth	€3,510/booth	€4,050/booth
*Minimum 18m ²	*Minimum 9m ²	*Minimum 18m ²
Features -	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.



SEOUL FOOD 2014

Mark a date on your calendar to attend this essential event, which focuses on major food trends in the global food industry.