

POST SHOW REPORT



SEOUL FOOD & HOTEL 2016

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

Held in conjunction with :

WINE KOREA 2017

MEAT KOREA 2017

SEOUL FOODTECH 2017

Culinary Challenge 2017

SEOUL FOODMAC 2017

SEOUL FOODPACK 2017

SEOUL FOODSAFETY 2017

CO-HOSTED BY




kotra

KFIA Korean Food
Industry Association

kem

ALLWORLD
EXHIBITIONS

SHOW FACTS & FIGURES

Show name:	<i>Seoul Food & Hotel 2016</i>
Incorporating:	Wine Korea 2016, Meat Korea 2016 Culinary Challenge 2016
Held in conjunction with:	Seoul FoodTech 2016, including: Seoul FoodMac 2016, Seoul FoodPack 2016 and FoodSafety 2016
Dates & Opening hours:	10 - 13 May 2016, 10.00 - 17.00
Venue:	Kintex 1 Halls 4 and 5 – Seoul Food and Hotel Kintex 1 Halls 1-3 Domestic Kintex 2 - Domestic
Type:	Trade Only exhibition
Frequency:	Annual
Show size:	Seoul Food 2016 – 74,171m ² (Kintex 1 and 2) International Hall – 21,384m ² (Halls 4 & 5, Kintex 1)
No. of visitors:	53,406
No. of exhibitors:	1,520 exhibiting companies including: 683 exhibiting companies in the International Hall and 837 in the Domestic Hall
No. of countries:	46 nations including Korea
Country pavilions in Intl. Hall:	35 pavilions
Exhibition profile:	Food, Beverages, Hotel, Restaurant, Foodservice Equipment, Bakery & Supermarkets
Website:	www.seoulfoodnhotel.co.kr
Organisers:	  <small>Korean Food Industry Association</small>  

SPONSORS

Ministry of Trade, Industry & Energy (MOTIE)

Ministry of Agriculture, Food and Rural Affairs (MAFRA)

Ministry of Food and Drug Safety (MFDS)

Ministry of Health & Welfare (MW)

Korea Federation of Small and Medium Business (KBIZ)

Korea Health Industry Development Institute (KHIDI)

Korean Society for Food Engineering (KSFE)

Korean Society of Food Science and Technology (KoSFoST)

The Korean Society of Food Hygiene and Safety (KoSFoS)

Korea Distribution Science Association (KODISA)

Korea Imported Liquor Wholesale's Association (KILWA)

Rural Development Administration (RDA)

Korea Wine Association (KWA)

Korea Food Research Institute (KFRI)

Korea Importers Association (KOIMA)

The Korean Dietetic Association (KDA)

Korea Restaurant Association (KRA)

Korean Bakers Association (KBA)

Korea Chefs Association (KCA)

Gyeonggi-do

Goyang City

KOREA'S LARGEST INTERNATIONAL FOOD, DRINK & HOSPITALITY TRADE SHOW

Seoul Food and Hotel returned to Korea and celebrated its largest edition to date in terms of exhibition size, number of exhibiting companies and also the number of international participants.

As the largest international food and hospitality show in the whole of Korea, Seoul Food and Hotel is the annual meeting place for industry professionals to source new products, make note of the latest trends, and to meet business partners from all over the world.

The success of the exhibition is largely due to the partnership between Allworld Exhibitions, organisers of Asia's market leading exhibitions (including FHA and HOFEX), and KOTRA, Korea's government trade -promotion agency. This unique collaboration has led to the development in size and quality since Seoul Food and Hotel's inception in 2007.

*****Seoul Food & Hotel 2016 at a glance*****

74,171m² of exhibition area with **21,384 m²** dedicated to the International Hall

53,406 trade visitors from all over Korea and 6 continents

683 exhibiting companies from **46** countries

35 national pavilions



The show took place from 10th to 13th May 2016, drawing a notable 53,406 local and overseas trade attendees to the 74,171m² of KINTEX's exhibition space. All of this including the domestic side of the show, Seoul Food.

Overall exhibitor participation was 1,520 companies, of which 683 were international – from 46 countries around the world, making it the largest and most international edition to date. This overwhelming international exhibitor attendance, coupled with such a huge number of Korean trade attendees helped reinforce Seoul Food and Hotel's position as the focal point of the food and hospitality calendar in Korea.

SECOND EDITION OF THE SEOUL FOOD AND HOTEL CULINARY CHALLENGE

The Seoul Food and Hotel Culinary Challenge expanded on its first edition in 2015 and comprised of a series of competitions across 13 different categories where 275 Korean chefs, ranging from students to professionals, competed for the chance to become the Seoul Food & Hotel Culinary Challenge 2016 Champions.

The event was supported by Les Toques Blanches, and the Korean Chefs Club as well as Seoul Hoseo Technical College and Chungwoon University all of whom worked alongside world renowned Chairman Mr Alan Palmer to create an event that is rapidly becoming one of Korea's most dynamic and popular culinary competitions. Nestle Professional showed their continued support by sponsoring the Chef's Lounge as they did in 2015, and with plenty of interest for sponsorship across all cooking categories for next year, the competition looks set to expand even further in 2017. The winning chefs Park Ji-Yong and Yoo Ji-Young will be rewarded with a trip to compete in the Hong Kong International Culinary Classic, which will take place at Allworld Exhibitions sister event HOFEX, taking place in Hong Kong from 8 – 11 May 2017.



KOREA'S MOST DIVERSE INTERNATIONAL SHOWCASE OF FOOD AND HOSPITALITY PRODUCTS

Over the course of the 4-day event, 683 international exhibitors displayed a wide variety of food and hospitality products ranging from wine, beer, coffee, meat, confectionery, fresh produce and ingredients, as well as foodservice, hotel and restaurant equipment. 2016 also included the Seoul Food and Hotel international equipment section in order to assist international foodservice, café, and hospitality equipment exporters in finding, and meeting key buyers in Korea.

Seoul Food and Hotel enables quality buyers, key decision makers and industry experts from Korea **to sample and source premium goods, view the latest worldwide industry trends, and discuss future business ideas** regarding the following sectors:

<input type="checkbox"/> Meat & Poultry	<input type="checkbox"/> Fruits & Vegetables	<input type="checkbox"/> Seafood
<input type="checkbox"/> Wine & Spirits	<input type="checkbox"/> Beverages	<input type="checkbox"/> Tea & Coffee
<input type="checkbox"/> Cheese & Dairy	<input type="checkbox"/> Bakery & Confectionery	<input type="checkbox"/> Gourmet Foods
<input type="checkbox"/> Grocery Products	<input type="checkbox"/> Organic Products	<input type="checkbox"/> Frozen Foods
<input type="checkbox"/> Tinned, Preserved	<input type="checkbox"/> Baby Foods	<input type="checkbox"/> Food Supplements
<input type="checkbox"/> Foodservice Equipment	<input type="checkbox"/> Hotel & Restaurant	<input type="checkbox"/> Café Machinery



Korea's continual demand for new and innovative food and beverage products is clear, and the continued growth of Seoul Food and Hotel over the last 10 years has helped to demonstrate the ever-evolving food tastes across Korea. The sheer number of international restaurants, cafes, supermarkets and malls developing all over Korea is testament to the level of demand for imported food and beverage products from around the world.

As a result, Seoul Food and Hotel saw a record **683 international companies** exhibiting – increased from 651 in 2015, these companies coming from **46 different countries**, from all corners of the globe.

There was also participation from **35 national groups** coordinated by government bodies, trade export associations and pavilion organisers. The number of national groups present is a testament to the international quality of the exhibition, and support from these 35 different national group organisers is evidence of Seoul Food and Hotel's global recognition.

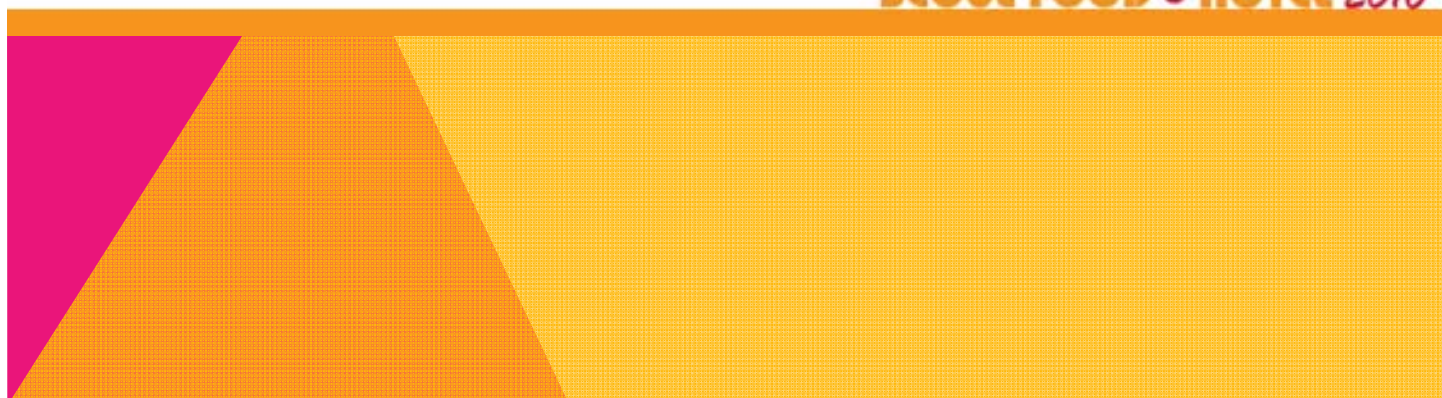
35 overseas official national groups

	Australia		Cuba		Italy		South Africa
	Austria		Czech Republic		Japan		Spain
	Belgium		Denmark		Malaysia		Sri Lanka
	Bulgaria		Ecuador		Mexico		Taiwan
	Bolivia		Mongolia		Myanmar		Thailand
	Canada		Germany		Peru		Turkey
	Chile		Greece		Philippines		USA
	China		India		Poland		Vietnam
	Colombia		Indonesia		Singapore		

Exhibitors came also from

	Belarus		Croatia		Mozambique		Palestine
	Brazil		Hong Kong		Netherlands		South Korea
	Cambodia		Lithuania				

SEOUL FOOD & HOTEL 2016



THE MEETING PLACE FOR BUYERS AND DECISION MAKERS IN KOREA'S FOOD INDUSTRY

Seoul Food & Hotel is the annual meeting place for key industry experts, buyers and decision makers from the food and hospitality in Korea; not only for sourcing new products and noting worldwide trends, but for essential meetings with their exhibiting business partners.

In order to draw the best quality visitor numbers to the show, Seoul Food & Hotel is promoted through a carefully selected, and targeted promotion campaign across all relevant industry media including food, wine and hotel magazines, direct from Seoul Food and Hotel's supporting associations, and direct mail campaigns.

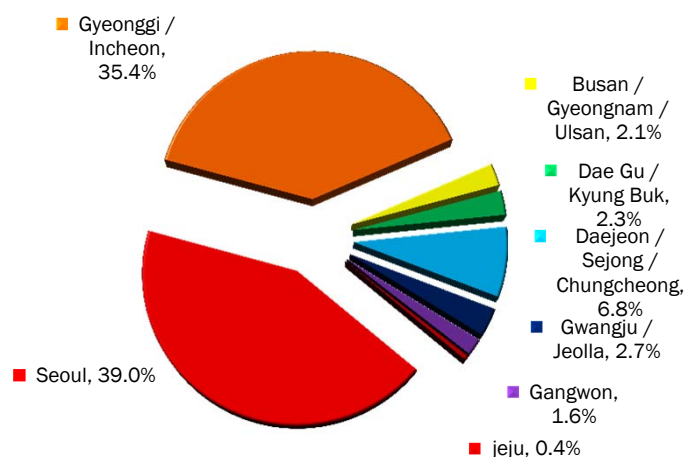
The end result for 2016 saw **53,406 trade visitors** coming from all over Korea, as well as **6 continents** – Asia, Europe, North and South America, Oceania, Africa, Middle East.

Exhibitors' Feedback

- ✓ 92% of exhibitors said they 'achieved their objectives' at SFH 2016
- ✓ 87% of exhibitors expected to receive orders as a result of the show
- ✓ 93% of exhibitors rated visitor quality as excellent/ good/ fair

(Note – the percentage given is of those exhibitors who completed feedback questionnaires)

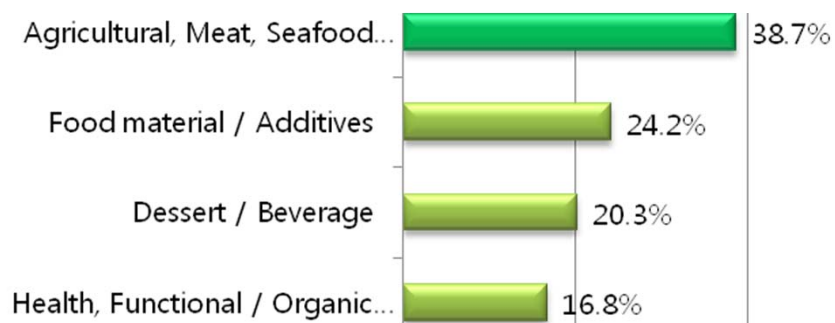
Visitors by region



Category	Total Attendees	% of Total
Seoul	19,596	39.0%
Gyeonggi / Incheon	17,778	35.4%
Busan / Gyeongnam / Ulsan	1,071	2.1%
Dae Gu / Kyung Buk	1,176	2.3%
Daejeon / Sejong / Chungcheong	3,407	6.8%
Gwangju / Jeon Ra	1,366	2.7%
Gangwon	808	1.6%
jeju	209	0.4%
Other	4,818	9.6%
Total	50,229	100.0%

Visitors interest at Seoul Food & Hotel

Category	Total Attendees	% of visitors
Agricultural, meat and seafood	13,868	38.7%
Food ingredients and additives	8,660	24.2%
Desserts and beverages	7,255	20.3%
Health, and organic food products	6,027	16.8%



Type of Visitors

Category	Total Attendees	% of Total
Manufacturer	18,443	34.5%
Distribution	7,817	14.6%
Hotel & Restaurant	7,228	13.5%
Trader	4,355	8.2%
Researcher	2,800	5.2%
Wholesaler	2,280	4.3%
Institute	2,041	3.8%
Retailer	1,229	2.3%
Press	277	0.5%
Other	5,982	11.2%
Non response	954	1.8%

Visitors by job function

Category	Total Attendees	% of Total
President / CEO	9,464	17.7%
Purchaser	6,044	11.3%
Marketing / Planning Dept.	5,326	10.0%
Sales	5,308	9.9%
Research & Development Dept.	4,839	9.1%
Manufacturing & Management Dept	2,716	5.1%
Administrative & General Affairs Dept	2,030	3.8%
Quality assurance / Inspection	1,614	3.0%
Trading Dept.	1,339	2.5%
Engineer	669	1.3%
Promotion	642	1.2%
Consultant	432	0.8%
Other	22	0.0%
Non response	12,961	24.3%

SFH 2016 IN OUR EXHIBITORS' WORDS

“Over the years, Seoul Food and Hotel has successfully established itself to be the main venue for the food and beverage industry in Korea.

- Thailand has been participating in the fair for 5 consecutive years since 2012, with increasing space every year. This is due to the confidence of both the Thai government and private sector in Seoul Food and Hotel as a significant gateway for Thai food and beverage products to enter the Korean market.”

Royal Thai Embassy, Panot Punyahotra, Minister Counselor (Commercial)

- “Seoul Food and Hotel is the must attend exhibition to enter the Korean market. “

Pieno Zvaigzdes, Egle Vitkauskiene, Sales Director

- “The export directors of our German companies from the dairy sector, beer and other German Food categories voiced their satisfaction not only with the attendance but also with the visitors' high quality. We value the collaboration with the show organizers on account of their reliability, promptness and high service orientation.”

GEFA (German Export Association for Food and Agri-products), Holger Hübner, Managing Director

- “We have exhibited at this show for over a decade, and it has always been successful for us”

ZAS International, Fazel Musazay, Export Sales

For further information, visit www.seoulfoodnhotel.co.kr or contact the organisers;

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16-19 May 2017
KINTEX

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