

SFH FOOD & HOTEL SEOUL

21-24 May 2019

KOREAN INTERNATIONAL
EXHIBITION CENTER (KINTEX)

POST SHOW REPORT

Korea's largest International Exhibition

For Food, Drink, Hotel, Restaurant, Food Service & Bakery Industries

with:



SEOUL FOOD 2020

International Food Industry Exhibition, Seoul

FOODPACK 2020 | FOODTECH 2020 | HORECATECH 2020

Held in conjunction with: **CULINARY CHALLENGE 2020**

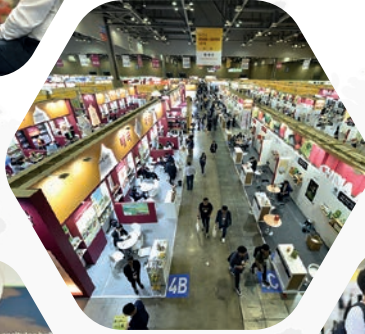


informa**markets**

kotra

Korea Trade-Investmer
Promotion Agency

www.seoulfoodnhotel.com



SEOUL FOOD & HOTEL 2019

The 13th edition of Seoul Food & Hotel 2019 was an extremely high-quality edition with busy show floors every day, and a healthy increase in visitor numbers from 2018.

As Korea's largest international food and hospitality trade show, *SFH* is seen as an effective trading platform for the industry. *SFH* delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view world wide industry trends across various sectors.

Products under one roof



MEAT



WINE &
SPIRITS



SNACKS &
CONFECTIONERY



SPECIALITY
TEA & COFFEE



DAIRY



FRESH PRODUCE



HALAL



FOOD INGREDIENTS



DRINKS



FOODSERVICE
EQUIPMENT



ORGANICS



BAKERY &
PASTRY

SFH 2019 AT A GLANCE



76,121m²

EXHIBITION
AREA



1,559

EXHIBITING COMPANIES
INCLUDING
664 INTERNATIONALS



40

COUNTRIES
REPRESENTED



50,335

TOTAL
VISITORS



32

NATIONAL
PAVILIONS
OVER 4 DAYS

VISITOR STATISTICS

50,335

TOTAL VISITORS

11% INCREASE
FROM 2018 (45,092)



46,829

FROM KOREA



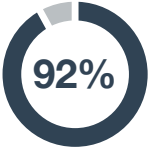
14,970

FROM SEOUL

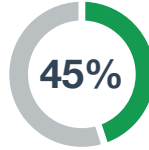


3,506

INTERNATIONAL



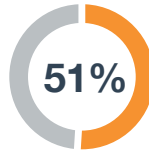
Rated the show as good or excellent



Seeking importers of food and drinks
















Would return in 2020











Purchasing decision makers

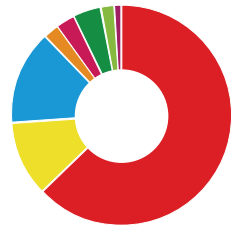


VISITOR PROFILE








	Food	61.4%		Home Shopping / Social Commerce	1.6%
	Beverage / Liquor	6%		Supermarket / Convenience Store	1.6%
	Packaging / Machinery	6.2%		Restaurant / Franchise	4.2%
	Food equipment	6.8%		Hotel / Resort	1.1%
	Food service / Catering	2.4%		Logistics	0.3%
	Agriculture / Livestock / Seafood Producer	2.4%		Other	4.2%
	Hypermarket / Dept store	1.8%			

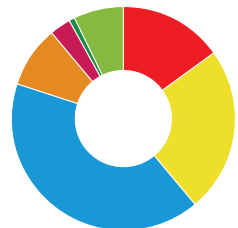
INTERNATIONAL VISITORS

	Asia	63%		Africa	3%
	North America	11%		South America	4%
	Europe	14%		Middle East	2%
	Oceania	2%		Others	1%



VISITOR MAIN OBJECTIVES

	Meet new clients	15%		Meet existing customers	3%
	Seek collaboration	24%		Potential participation	1%
	Keep up-to-date	41%		General visit	7%
	Purchase product & technology	9%			



EXHIBITOR ANALYSIS



90%
Achieved their
objectives



92%
Rated visitor
quality as good
or excellent



84%
Expect to receive
orders because
of the show

3,020
STANDS



1,559

EXHIBITING COMPANIES

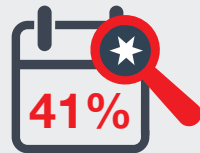
664 = INTERNATIONALS
895 = DOMESTICS



Exhibitors met
visitors with
purchasing power



Visitors' main
interest is
processed foods



Visitors' main purpose
is to **keep up-to-date**
with the industry

OTHER TRENDING SECTORS:

Agricultural



Food Ingredients



Health & Organic



Bakery & Confectionery



Equipment & Machinery



40
Countries
represented



32
National
Pavilions



Australia



Czech Rep



Korea



Russia



Austria



Denmark



Malaysia



Singapore



Belgium



Ecuador



Netherlands



South Africa



Brazil



Germany



Panama



Spain



Canada



Indonesia



Peru



Taiwan



China



Ireland



Philippines



Thailand



Columbia



Italy



Poland



Turkey



Cuba



Japan



Portugal



USA

SPECIALISED EVENTS: SFH CULINARY CHALLENGE

The **SFH Culinary Challenge** returned for its 5th anniversary edition, once again as a **WACS (World Association of Chef Societies)** endorsed event and continuing its role as one of Korea's most important culinary competitions.

The 2019 edition was the largest to date and saw **over 300 chefs competing** – largely from leading chef colleges across Korea, but also with international teams from the Philippines, Malaysia, Taiwan, and Thailand.

The event continues to grow in size and international recognition, and once again saw an improved standard of culinary skill from those competing.



https://youtu.be/mkl_j3x2mus



SPECIALISED EVENTS:

WINE KOREA

B2B WINE TASTING

The B2B wine tasting pavilion, co-ordinated along with Wine Review magazine, showcased wines from participating companies present at SFH. The B2B only tasting area means Korean wine buyers are given background information alongside the wine tasting, before being directed to the stand of the participating wine company to meet the producer. The B2B approach helps keep the quality high, and means that efficiency is increased, for both exporter and buyer.

INFORMATIVE SEMINARS

Wine Korea incorporates a day of informative seminars, lead by the Korean Wine Association – by creating engaging content, the wine industry personnel present at SFH are given a whole day of useful knowledge about the global wine market. After the seminar sessions have ended, a tasting session takes place and all participating wine companies are then passed the contact details of those buyers involved.

THE WINERIES

Participating wineries are also given additional exposure to the Korean market, through dedicated marketing channels before and after the show.

With Korea's largest wine publication Wine Review, informative articles about the wine producers, their product, contact details and availability are shared – meaning the promotion of wine companies through Wine Korea is not limited to 4 days of Seoul Food & Hotel.

2020

Not only will 2020 see the return of seminars, tasting zones and focused marketing campaigns, but it will also see the return of SFH Wine Challenge – back by popular demand. The competitive element adds another dimension to Wine Korea, and helps companies demonstrate their quality to wine importers.



VOICE FROM THE EXHIBITORS



TeaAroma, Inc

“Good experience to check the market trend in Seoul as well as the upcoming products.”

Rachel Lee, Marketing Assistant

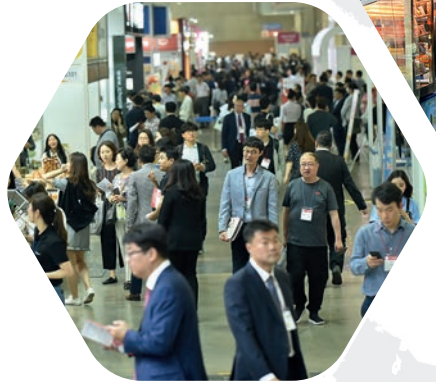
“

Haelszen & Lyon GmbH

“We enjoyed the exhibition and look forward to developing business with contacts made.”

Desmond Scully, Korea Rep

”





“

Park Tak International Corporation

“It is a refreshing experience where people can network and share their love for food...”

Albert Ng, President

”

ValaThaiFood
“Good show, potential prospect, well organised.”
Valaorn Athitinant, Managing Director



INDUSTRY SUPPORT

- Ministry of Agriculture, Food and Rural Affairs (MARFA)
- Ministry of Food and Drug Safety (MFDS)
- Gyeonggi-do
- Korea Food Research Institute (KFRI)
- Korean Society of Food Science and Technology (KoSFoST)
- The Korean Dietetic Association (KDA)
- Korea Foodservice Industry Association (KFIA)
- Korea Chefs Association (KCA)

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



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow.

Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

SAVE THE DATE: SFH 2020 - 19-22 May 2020



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