



2027 **SEOUL** FOOD&HOTEL

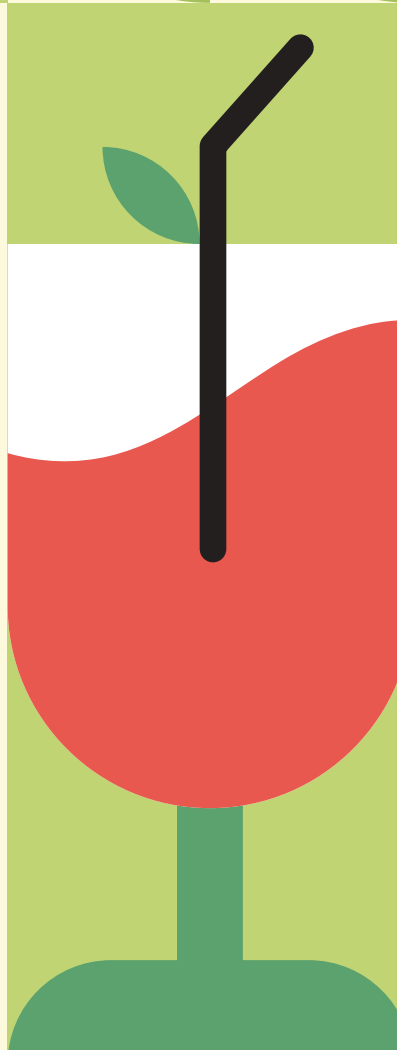
8-11 JUNE 2027
KINTEX, KOREA

with
SEOUL FOOD

in conjunction with
CULINARY CHALLENGE

organised by
 **informa**markets

kotra
Korea Trade-Investment
Promotion Agency



Looking to Enter the Korean F&B Market?

Start Here

As Korea's most established and influential international food & hospitality trade show, Seoul Food & Hotel serves as the trusted platform connecting global brands with Korea's leading buyers and industry professionals. Meet 50,000+ qualified buyers, explore new market opportunities, and accelerate your entry into Korea's F&B industry - all in one place



Korea Food Market

Extensive Free Trade Network



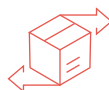
23 FTAs in force across 60 countries, providing reduced tariffs and easier market access

Strong Economic Foundation



GDP of US\$1.93 trillion, ranking Korea among the world's top 15 economies

Robust Food Import Demand



US\$36.6 billion in food imports in 2025, marking a 2.4% increase vs. 2024

*Source: MFDS, Korea (2026)

Protein Focused Consumption



Strong demand for meat and protein-rich products with 61.6kg per capita meat consumption (+0.3% YoY)

*Source: MFDS, Korea (2026)

Health-Conscious Consumers



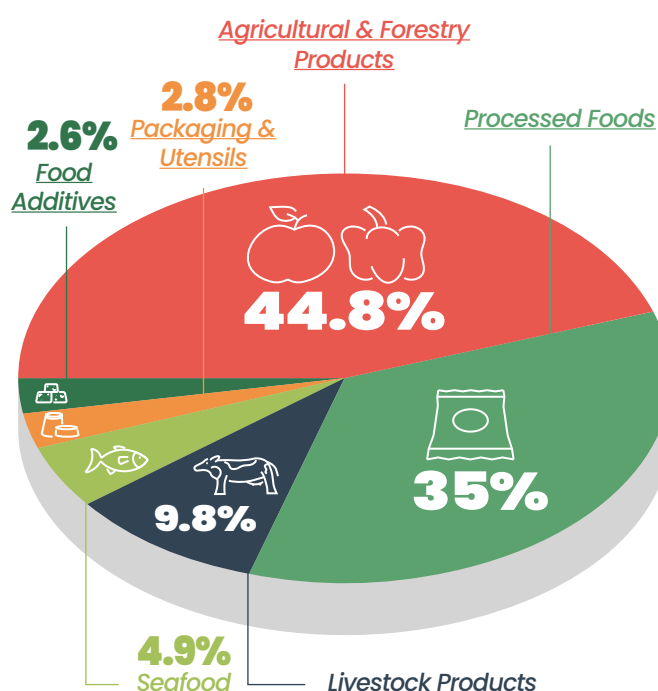
Increasing demand for functional and nutrition-focused products driven by wellness-oriented lifestyles

*Source: MFDS, Korea (2026)



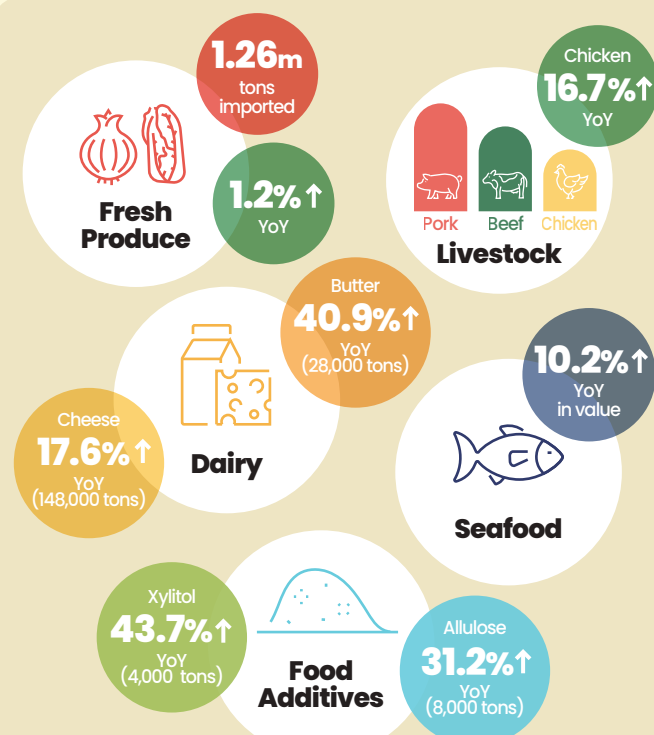
Korea Food Import Market 2025

Import Categories by Volume



*Source: MFDS, Korea (2026)

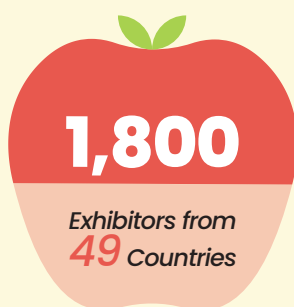
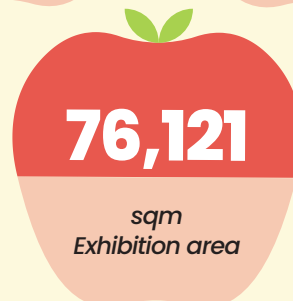
Market Highlights



*Source: MFDS, Korea (2026)

SFH2026

by the Numbers

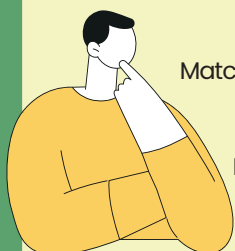


Exhibitor Voices

Patryk Latkowski

OSM WART-MILK

 **Poland**



It was a really great idea to organize Biz Matching Program. The meetings were much more valuable and professional from a business perspective. I was able to speak with clients in a calm environment without interruptions. I had their full attention, which made it much easier to have in-depth discussions.

Daniela Diliberto

Arkè Olio di Sicilia

 **Italy**

We've had meetings with buyers, distributors, and importers, and they were very interested in healthy products. I believe Korea can be an important milestone for expanding our business in Asia.



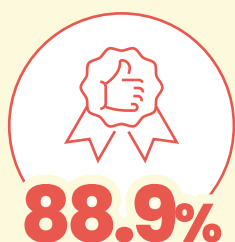
Saha

Xongdur Thai Organic Food  **Thailand**

Our decision to participate in this event will definitely help us expand our business overseas, especially in Korea. We'll definitely come back to this event again next year.



Exhibitor Experience



Overall Satisfaction



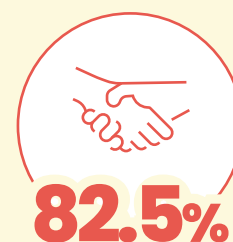
Plan to Exhibit Again



Would Recommend



Satisfaction with
Buyer Quality



New Business
Opportunities Generated

Visitors' Key Interests

Food & Beverage			
Processed Foods	41.69%	Condiments/Seasonings/Oil	23.47%
Food Additives/Ingredients	32.46%	Bakery/Confectionery	21.02%
Agricultural Products	31.06%	Dairy Products	19.19%
Frozen Foods	28.86%	Seafood Products	19.10%
Health/Organic Foods	26.93%	Vegan/Alternative Proteins	16.64%
Beverage/Coffee/Tea	25.68%	Halal	11.66%
Convenience Foods	25.13%	Food Information Service	11.00%
Meat Products	23.97%	Wine/Liquor	9.75%

Food Tech	
Food Manufacturing Technology	37.18%
Food Packaging Solutions	26.70%
Food Quality & Safety Management	18.04%
Food IT & Data Solutions	13.53%
Cold Chain & Food Logistics	12.73%
Culinary & Foodservice Technology	12.65%
Smart Agriculture & AgriTech	6.95%



Visitors from Across the Industry

From global brands to local businesses,
professionals across the Food & Hospitality industry visit Seoul Food & Hotel every year.



Business Matching

Connect directly with selected Korean buyers through our dedicated Business Matching Program. Pre-scheduled one-to-one meetings provide a focused and efficient platform to explore new business opportunities. Meet the right buyers, build valuable connections, and turn conversations into business.



Culinary Challenge

Showcase your products to talented chefs and culinary professionals through one of Korea's leading international culinary competitions. Connect with the culinary community, demonstrate your products in action, and gain valuable industry exposure.



Global Food Trend & Tech Conference

Stay ahead of the latest developments shaping the global food industry, from emerging technologies to AI-powered food tech and evolving market trends. Gain valuable insights from industry experts and discover what's next for food and hospitality.



Global Food Trend Seminar

Share your products, expertise, and market insights with industry professionals through dedicated seminar sessions. Showcase your brand, highlight your market opportunities, and connect with potential business partners.

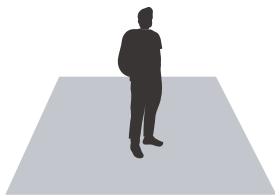


SEOUL FOOD Awards

Give your product the stage it deserves through expert evaluation and industry recognition. Showcase your innovation, capture market attention, and take the lead in shaping the future of food trends.



Book Your Stand Now!



Space only (minimum 18 sqm)

bare floor space, ideal for large exhibitors or national groups who want to build their own stand.

US\$ 440
per sqm



Walk on stand (minimum 9 sqm)

walls, carpet, fascia board,
1 information desk, 1 round table,
4 chairs, 6 spotlights,
1 kw electricity, 1 power socket,
1 trash bin

US\$ 520
per sqm



Premium stand (minimum 18 sqm)

walls, carpet, fascia board,
1 information desk, 2 round tables,
7 chairs, 4 shelves, 1 cupboard,
1 brochure rack, 2 showcases with
company logo, 9 spotlights,
2 kw electricity, 2 power sockets,
1 trash bin

US\$ 550
per sqm

- The booth design is subject to change.
- The Korean Value-Added Tax Law imposes a 10% VAT on all countries, except for the 32 countries with mutual tax exemption agreements with Korea.

Secure your booth by 30 November 2026
& enjoy an Early Bird discount of US\$30 per sqm



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