



KEY FIGURES



1,800 Exhibitors
from **49** Countries

Domestic

944

856

International



46,228 Visitors
from **70** Countries



27
Country pavilions



76,121 sqm
Exhibition Space



EXHIBITOR ANALYSIS

TOP 10 EXHIBITING COUNTRIES



1. China



2. USA



3. Spain



4. Thailand



5. Türkiye



6. Vietnam



7. Canada



8. Italy



9. India



10. Poland

TOP 5 EXHIBITING PRODUCTS

• FOOD & BEVERAGE



1. Agricultural Products



2. Processed Foods



3. Health/Organic Foods



4. Bakery/Confectionery



5. Halal

• FOOD TECH



1. Food Manufacturing Technology



2. Food Packaging Solutions



3. Food Quality & Safety Management



4. Culinary & Foodservice Technology



5. Food IT & Data Solutions

EXHIBITOR SATISFACTION



88.9%

Satisfied
with SFH



88.2%

Will recommend
to colleagues



82.5%

Generate new
business opportunities



88.0%

Will return
in 2027



81.0%

Satisfied with
buyer quality

WHAT EXHIBITORS SAID ABOUT SFH



We've met many Korean distributors, retailers, and manufacturers, as well as buyers from other countries. 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.

- Saha / Xongdur Thai Organic Food /
Business Development Manager



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.

- Daniela Diliberto / Arkè Olio di Sicilia / Account Manager



Korea is an emerging market for Australian beef, and we need to be here to meet people face-to-face, find customers we can partner up with and hopefully do more business in Korea.

- Joel Laurie / Hokubee Australia / Sales



VISITOR ANALYSIS

BUSINESS NATURE

1. Manufacturer	42.54%
2. Distributor	24.42%
3. Importer	10.28%
4. Wholesaler	5.34%
5. Hotel & Restaurant	5.22%

MAIN OBJECTIVE

1. Market Research	33.90%
2. Seek Collaboration / Partner	28.34%
3. Meet New Clients	14.80%
4. General Visit	9.95%
5. Purchase Product & Technology	8.06%

MAIN INTEREST

• F&B

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



VISITOR SATISFACTION



KEY VISITORS



COUNTRY OF HONOR

One of the highlights of Seoul Food & Hotel 2026 was the **USA Pavilion**, which participated as the **Country of Honor** to mark the 250th anniversary of U.S. independence. Under the official theme, "Yours to Explore," the pavilion brought together 46 exhibitors showcasing a diverse range of premium U.S. food and beverage products.



From world-renowned U.S. meat and poultry to innovative snacks, nutritious nuts, and sustainably sourced specialty ingredients, the pavilion reflected the quality, innovation, and diversity of U.S. agriculture. By presenting both iconic products and the latest market trends, the USA Pavilion provided visitors with valuable insights and meaningful opportunities to connect with leading U.S. food and beverage companies.



MATCHMAKING PROGRAM

Four dedicated matchmaking programs connected exhibitors with qualified buyers, generating new business opportunities and partnerships throughout Seoul Food & Hotel 2026.



5,006
Meetings



394
Hosted Buyers



979
Exhibitors



A structured pre-matching process brought exhibitors together with relevant buyers through targeted one-on-one meetings, creating valuable opportunities to explore new markets, develop business relationships, and connect with potential partners.



**Meet the right buyers,
not just the ones you happen to meet
on the show floor.**

“



**Patryk Latkowski / OSM WART-MILK
/ Export Specialist**

It was a really great idea to organize these meetings. 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.

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CONFERENCE & SEMINAR

Beyond the exhibition floor, Seoul Food & Hotel 2026 hosted a series of insightful conferences and seminars, providing valuable knowledge and perspectives on the latest trends, technologies, and challenges shaping the global food and beverage industry.



The **10th Global Food Trend & Tech Conference** brought together industry experts to explore key topics including Future food technology, Global food distribution strategies, and AI-based food technology.



The **Global Food Trend Seminar** further highlighted emerging consumer trends such as functional F&B, clean label, and personalized nutrition, while the Nordic Excellence Seminar by the Embassy of Denmark in Korea showcased the unique value of Danish Taste.



In addition, the **Food Industry ESG Seminar** provided insights into sustainable management strategies for food export companies.

Through these diverse knowledge-sharing programs, Seoul Food & Hotel reinforced its role as a leading platform for industry innovation, collaboration, and future growth.



COMPETITION

Seoul Food & Hotel 2026 featured two exciting competition programs — the SFH Culinary Challenge and the AVPN Vera Pizza Championship Seoul, bringing together talented culinary professionals and aspiring chefs from around the world.

CULINARY CHALLENGE

The **SFH Culinary Challenge** achieved record-breaking participation this year, with 751 competitors from 10 countries competing across 24 categories. As Korea's leading international culinary competition, the event further strengthened its reputation and influence within the culinary industry.



With the generous support of five sponsors, the competition program was enriched with enhanced experiences for participants.

In particular, Platinum Sponsors Nestlé Professional and Fonterra operated the Chef Lounge, offering catering services, mentoring sessions, photo zone, and various engagement activities.



Sponsors



Medal Results

	93 Gold
	275 Silver
	314 Bronze



CONGRATULATIONS TO ALL THE WINNERS!



👑 Chef Of The Year	🏆 Jung Jaemin (World Culinary Arts and Bakery)
★ Best Culinary Chef	🏆 Kim Jaehyeok (World Culinary Arts and Bakery)
★ Best Pastry Chef	🏆 Kim Sohee (Mambo Pastry Academy)
👑 Best Culinary Team	🏆 Korea Cooking Art Academy



AVPN VERA PIZZA CHAMPIONSHIP SEOUL

As a new highlight of the event, **the AVPN Vera Pizza Championship Seoul** was launched in collaboration with the Associazione Verace Pizza Napoletana (AVPN), introducing an authentic Neapolitan pizza competition to the program.

The Preliminary Round of the Vera Pizza Competition brought together 30 pizzaiolos from restaurants across Korea, who competed in the STG Margherita category under the evaluation of three renowned pizza experts, including maestros and ambassadors.

The top three winners earned the opportunity to compete in the finals in Italy, further highlighting the growing passion and excellence of Korea's pizza industry.



CONGRATULATIONS TO ALL THE WINNERS!



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|-----------------|---|
| 👑 Champion | 🏆 Jo Eunhee (Haevichi Hotels & Resorts) |
| ★ 1st Runner Up | 🏆 Goo JaTat (Zione) |
| ★ 2nd Runner Up | 🏆 Im Jinwoo (Ellie's little Italy) |



SPECIAL THANKS TO OUR VALUED PARTNERS

COUNTRY OF HONOR



ADVERTISING PARTNERS



CULINARY CHALLENGE

Platinum Sponsor



Gold Sponsor



Silver Sponsor

