

**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

[www.seoulfoodnhotel.com](http://www.seoulfoodnhotel.com)

## SEOUL FOOD & HOTEL 2019



The 13<sup>th</sup> 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.

SFH 2019 drew a notable 50,335 visitors and 1,559 exhibitors including 664 international companies from 40 countries and 32 national pavilions across 4 days and 76,121 sqm of exhibitor space.



As Korea's largest International Exhibition, SFH delivers high quality Korean buyers, decision makers and industry experts to source premium goods, view worldwide industry trends, and an opportunity to discuss future business ideas across sectors.



# VISITORS IN 2019

**50,335** 11% INCREASE  
FROM 2018 (45,092)

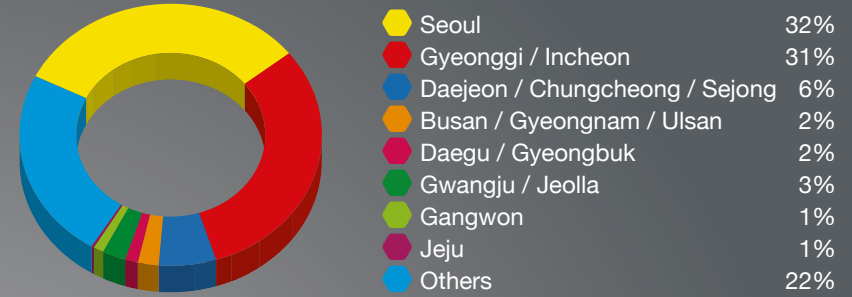
**46,829** FROM KOREA

**14,970**  
FROM SEOUL

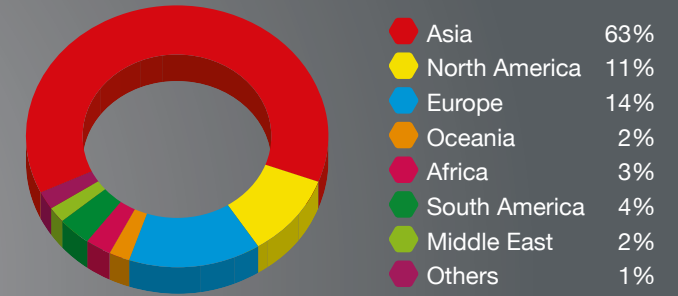
**3,506**  
INTERNATIONAL



## DOMESTIC VISITORS



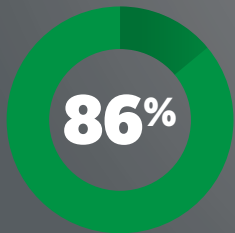
## INTERNATIONAL VISITORS



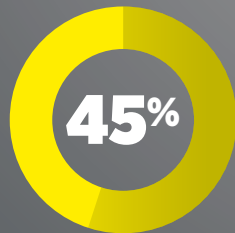
## VISITORS MAIN OBJECTIVES



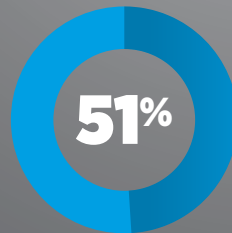
// Rated the show as good or excellent



// Would return in 2020

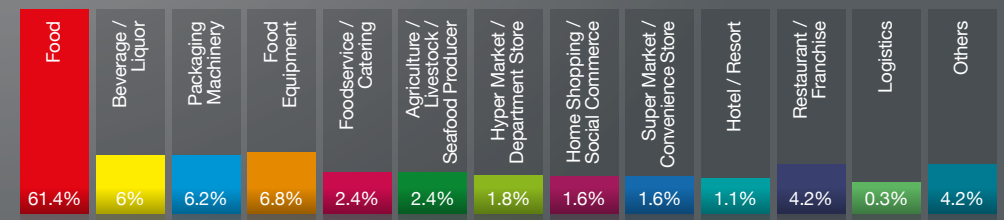


// Seeking importers of food and drinks

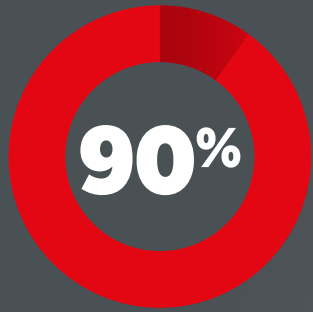


// Purchasing decision makers

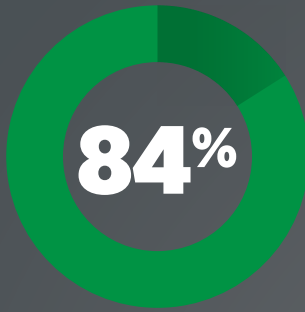
## VISITOR JOB FUNCTION



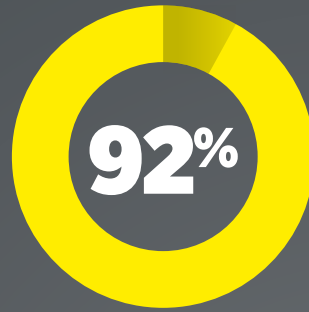
# EXHIBITOR ANALYSIS



// 'Achieved their objectives'



// Expect to receive orders because of the show



// Rated visitor quality as good or excellent

# 33 NATIONAL PAVILIONS 40 COUNTRIES REPRESENTED



STANDS  
**3,020**



EXHIBITORS

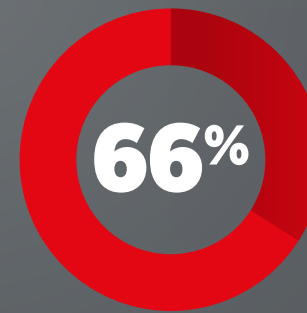
**1,559**

DOMESTIC

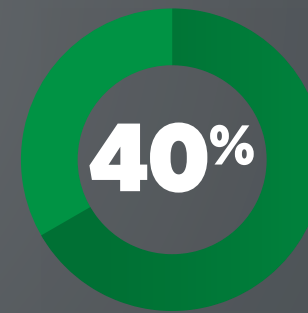
**895**

**664**

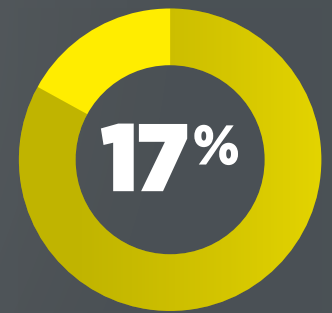
INTERNATIONAL



// Exhibitors met visitors with purchasing power



// Visitors' main interest is Meat, Poultry and Seafood



// Visitors' main interest is Wine

## OTHER TRENDING SECTORS:

Agricultural, Food ingredients, Health & Organic, Bakery & Confectionery



# 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 Taiwan, Thailand and China as well.

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](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 and 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*

### Haelsse & 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*

## 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 100,000m<sup>2</sup> gross of exhibition space.

## SPONSORS

- 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)



SAVE THE DATE

19-22 MAY 2020

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