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.

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.

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.

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VISITORS IN 2019

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

46,829 FROM KOREA

14,970 FROM SEOUL

3,506 INTERNATIONAL

VISITORS MAIN OBJECTIVES

Meet New Clients 15%
Seek Collaboration & Partners 24%
Keep up-to-date 41%
Purchase Product & Technology 9%
Meet Existing Customers 3%
Potential Participation 1%
General Visit 7%

VISITOR JOB FUNCTION

Food 61.4%
Beverage / Liquor 6%
Packaging 6.2%
Equipment 6.8%
Food Processing / Catering 2.4%
Seaboard / Seafish Producer 2.4%
Supermarket / Convenience Store 1.8%
Home Shopping / Social Commerce 1.6%
Travel / Hotel / Resort 1.6%
Retail / Franchise 1.1%
Logistics 4.2%
Others 4.2%

DOMESTIC VISITORS

Seoul 32%
Gyeonggi / Incheon 31%
Daejeon / Chungcheong / Sejong 6%
Busan / Gyeongnam / Ulsan 2%
Daegu / Gyeongbuk 2%
Gwangju / Jeolla 3%
Gangwon 1%
Jeju 1%
Others 22%

INTERNATIONAL VISITORS

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

- 90% ‘Achieved their objectives’
- 84% Expect to receive orders because of the show
- 92% Rated visitor quality as good or excellent

STANDS
3,020

EXHIBITORS
1,559

- INTERNATIONAL
  664
- DOMESTIC
  895

33 NATIONAL PAVILIONS
40 COUNTRIES REPRESENTED

OTHER TRENDING SECTORS:
Agricultural, Food ingredients, Health & Organic, Bakery & Confectionery

Visitors’ main interest is Wine

Visitors’ main interest is Meat, Poultry and Seafood

Exhibitors met visitors with purchasing power

www.seoulfoodnhotel.com
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.

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.

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.

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.

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.
TeaAroma, Inc
“Good experience to check the market trend in Seoul as well as the upcoming products.”
Rachel Lee, Marketing Assistant

Haelssen & 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

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)

VOICE FROM THE EXHIBITORS

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.

SAVE THE DATE
19-22 MAY 2020
www.seoulfoodnhotel.com
Korea’s largest International Exhibition For Food, Drink, Hotel, Restaurant, Food Service & Bakery Industries

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