

COEX:
FOOD
WEEK 2024
POST SHOW REPORT

Coex Food Week Secretariat

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COEX:
FOOD WEEK 2024

The largest food-related exhibition in Seoul, right in the heart of Gangnam

Title	Coex Food Week 2024
Dates	November 20 - 23, 2024
Time	Nov 20 (Wed) - Nov 22 (Fri), 10:00 - 18:00 / Nov 23 (Sat), 10:00 - 17:00
Venue	Coex Hall A, B, C, D / Seoul, South Korea
Organizer	  Ministry of Agriculture, Food and Rural Affairs
Scale	37 Countries, 1,054 Companies, 1,846 Booths
Supporting Organizations	 SEOUL METROPOLITAN GOVERNMENT  GANG NAM  KOREA TOURISM ORGANIZATION
Exhibits	Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages, Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solution, Food Processing & Packaging Equipment, Eco-friendly & ESG Solutions, Smart Logistic & Distribution System, Food Automation Solution
Certification(s)	UFI (The Global Association of the Exhibition Industry) AKEI (Association of Korea Exhibition Industry)
Concurrent Shows	Bakery Fair (Hall C), World FoodTech Expo (Hall C, D)

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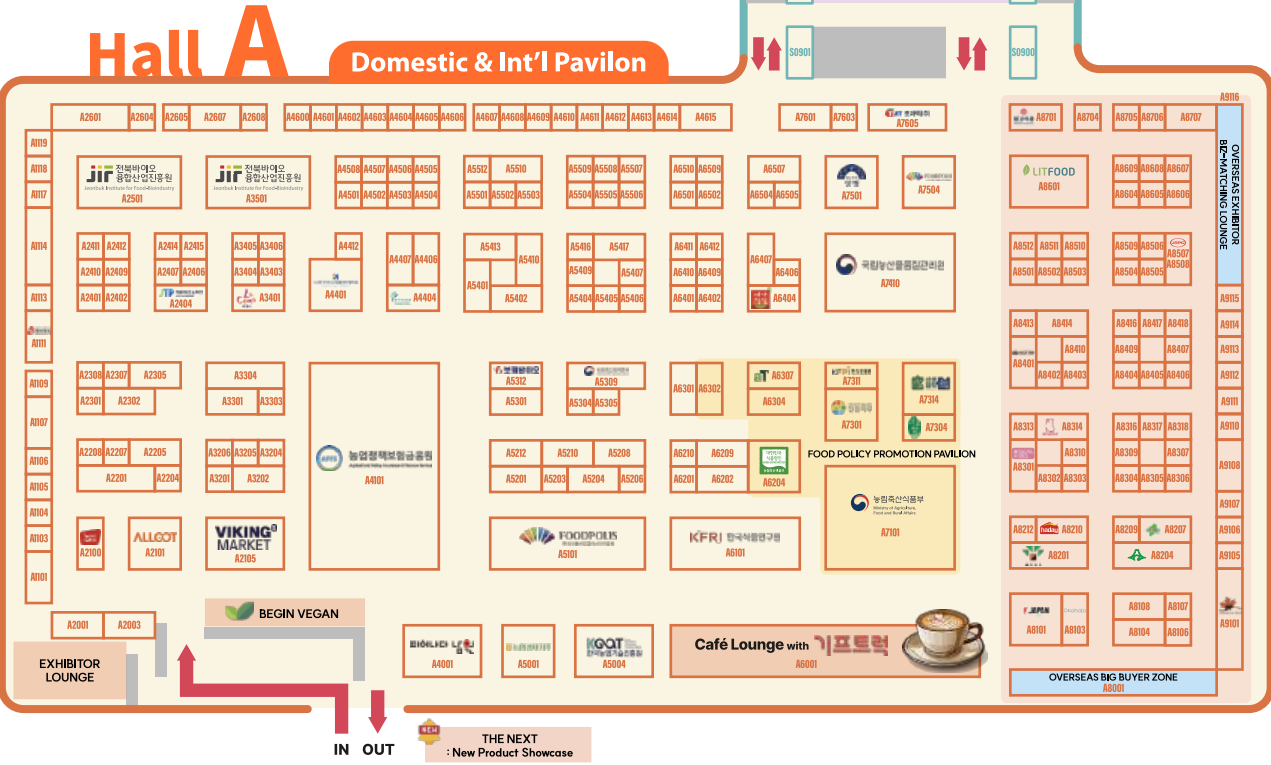
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SHOW COMPOSITION (1F)

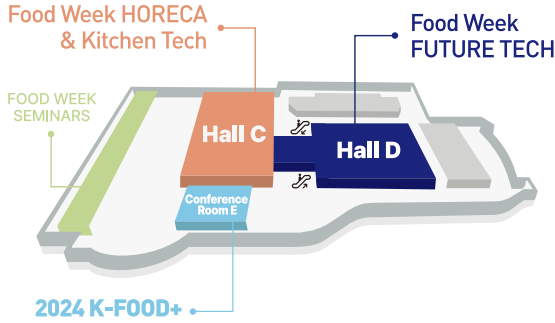


- ▶ OVERSEAS BIG BUYER ZONE
- ▶ OVERSEAS EXHIBITOR BIZ-MATCHING LOUNGE
- ▶ OPEN MARKETING STAGE(1F)
- ▶ WINTER BEER VILLAGE
- ▶ LOUNGE OF JURYU
- ▶ GOURMET & SPECIALTY FOOD COLLECTION
- ▶ FOOD POLICY PROMOTION PAVILION
- ▶ NEW PRODUCT SHOWCASE: THE NEXT
- ▶ VEGAN FOOD SHOWCASE: BEGIN VEGAN

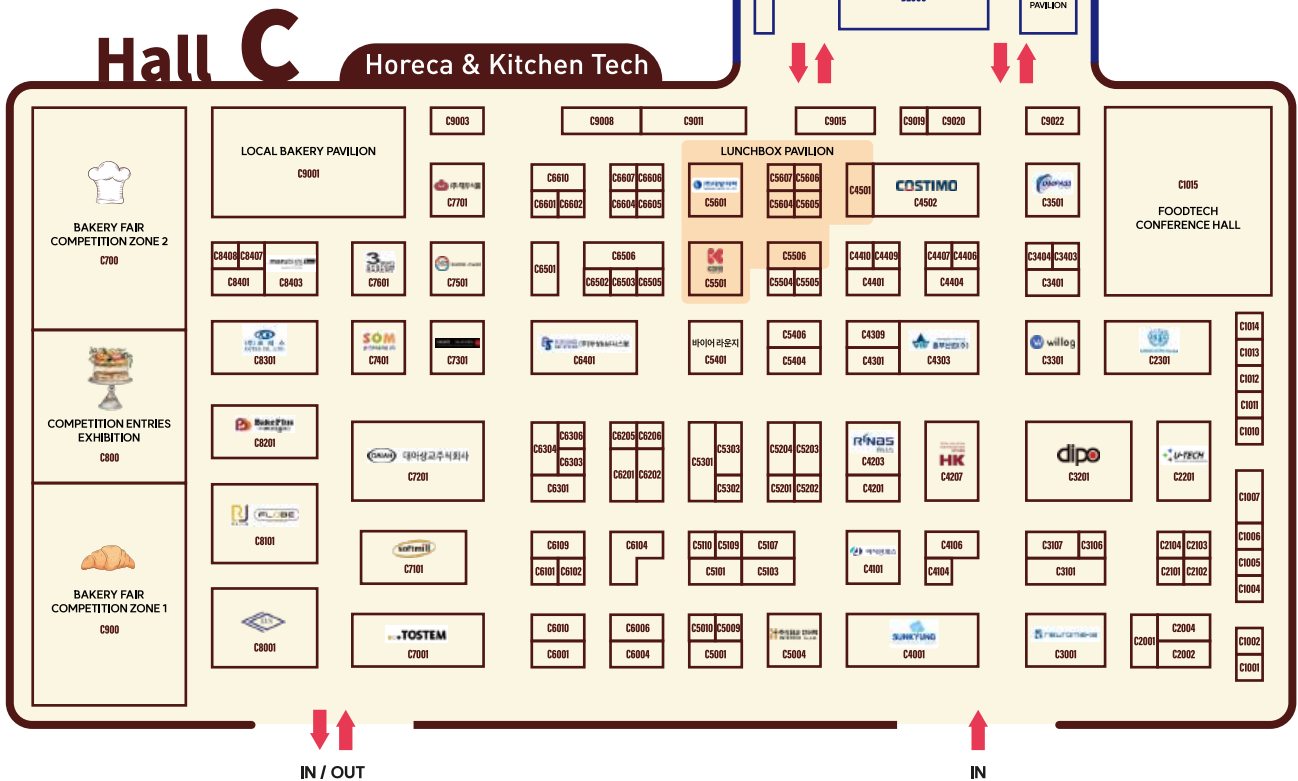
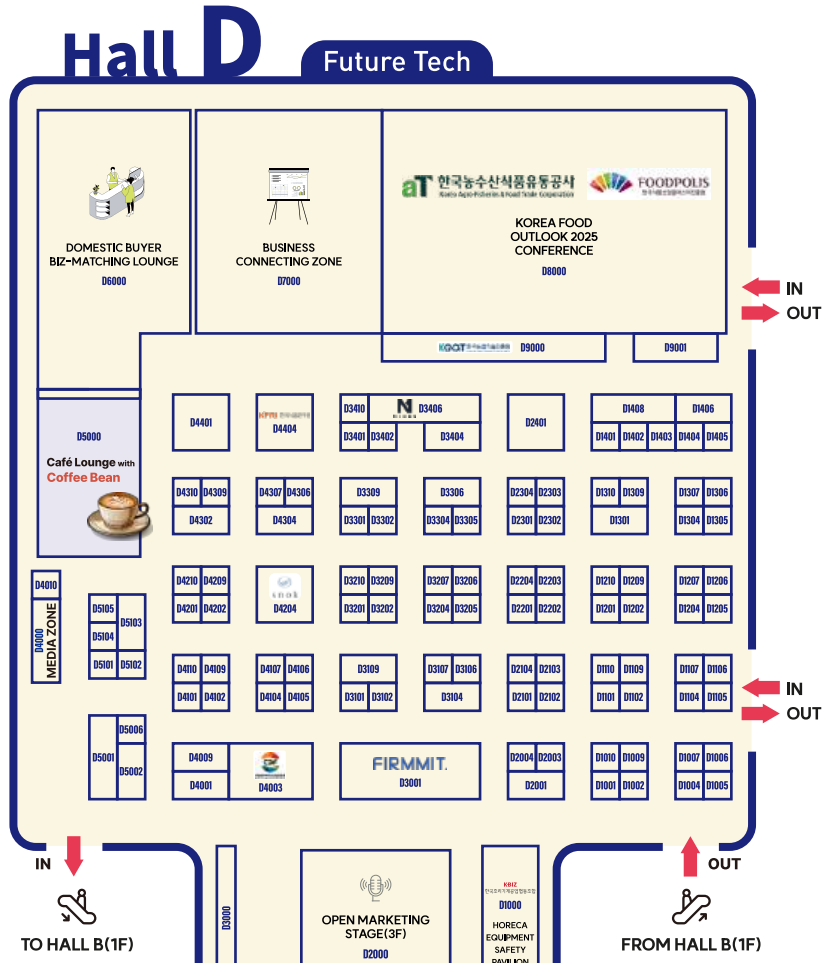


THE NEXT
: New Product Showcase

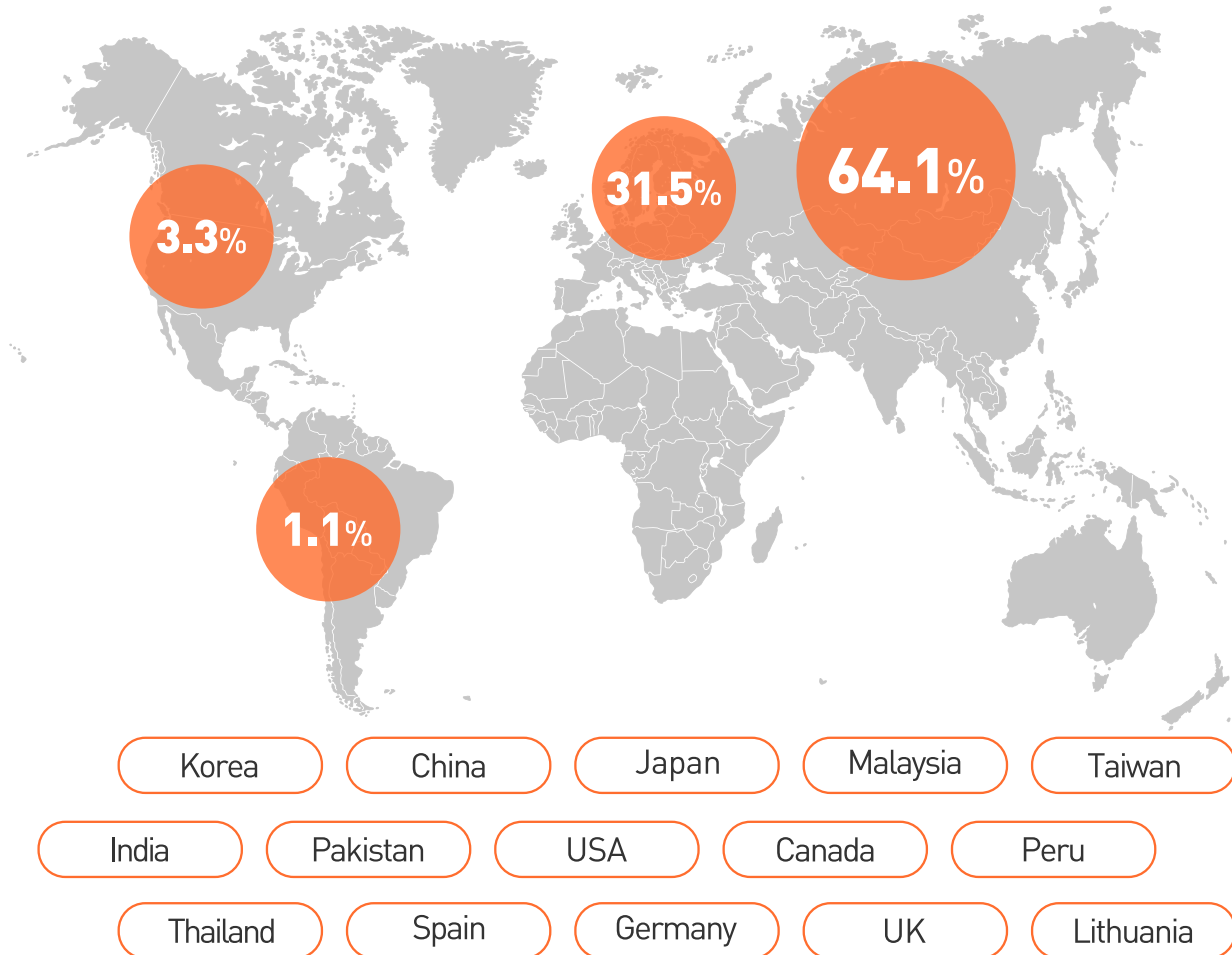
3F



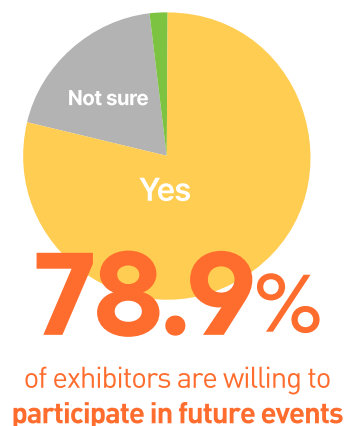
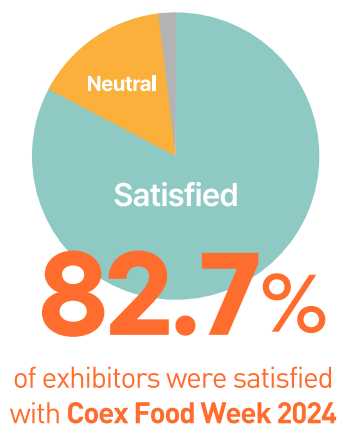
- ▶ BUSINESS CONNECTING ZONE
- ▶ DOMESTIC BUYER BIZ-MATCHING LOUNGE
- ▶ OPEN MARKETING STAGE(3F)
- ▶ HORECA EQUIPMENT SAFETY PAVILION
- ▶ LOCAL BAKERY PAVILION
- ▶ LUNCHBOX PAVILION
- ▶ WORLD FOODTECH CONFERENCE 2025
- ▶ KOREA FOOD OUTLOOK 2025
- ▶ BAKERY FAIR COMPETITION



1,054 Companies with 1,846 Booths from 15 Countries



Exhibitors' Satisfaction



Buyers' Satisfaction

69%

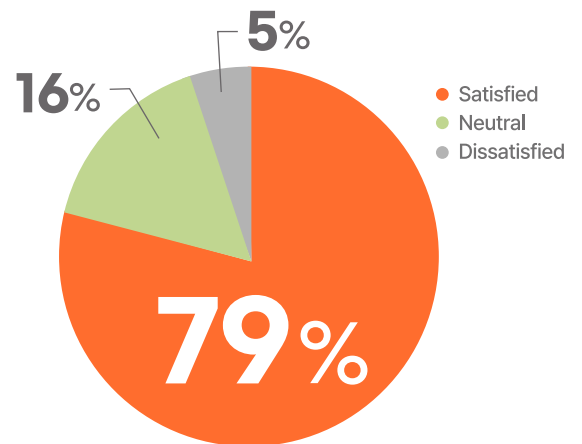
of visitors were satisfied with the **exhibitors**

70%

of visitors were satisfied with the **exhibit items**

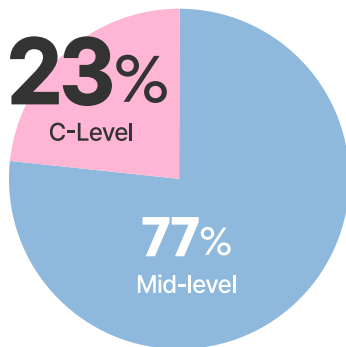
71%

of visitors **made a purchase**



<Overall Satisfaction>

Buyer Classification

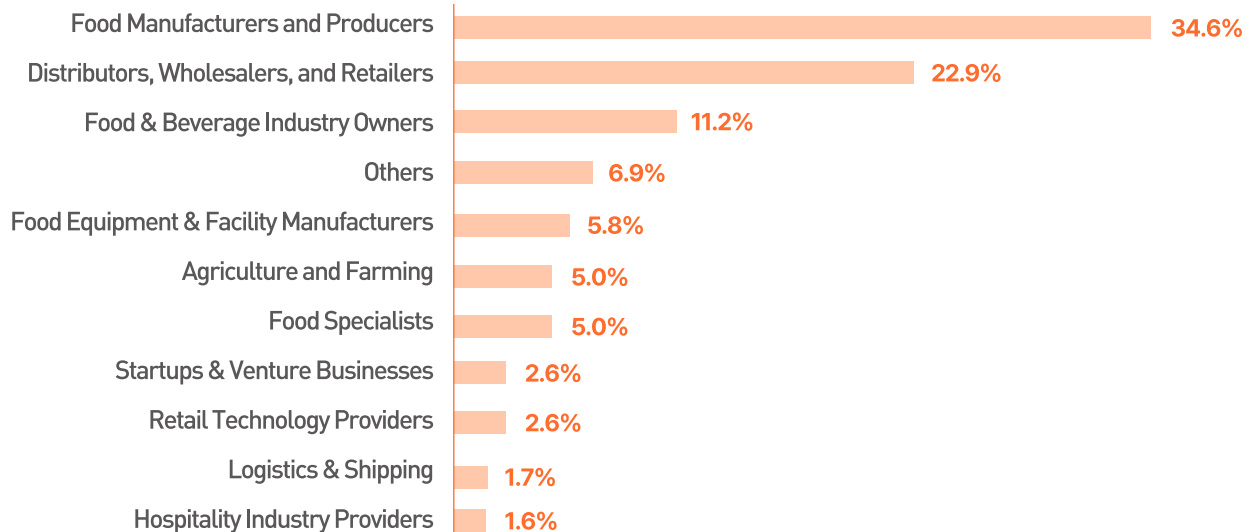


63,150 Visitors
from **37 Countries**

Top 10 International Visiting Countries

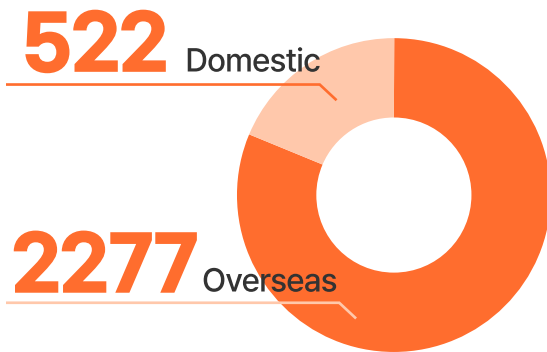
1. China
2. United States
3. Mongolia
4. Japan
5. Taiwan
6. Russia
7. Malaysia
8. Philippines
9. Hong Kong
10. Viet Nam

Buyer Profile





2,799 Meetings in Total



Total Consultation Value

USD
131.96 Million

Exhibit Items Proportion

Food Week – FOOD (1F)	Exhibit Items Proportion	Visitor Interest
Processed Food	29%	17%
Beverages	20%	10%
Health Food	15%	9%
Snacks	10%	10%
Seasonings	8%	5%
Dessert & Bakery	7%	10%
Food Ingredients	5%	11%
Gourmet & Specialty Food	3%	4%
Fresh Food	2%	12%
Special Purpose Food	1%	13%

Food Week – TECH (3F)	Exhibit Items Proportion	Visitor Interest
Commercial F&B Equipment	42%	47%
Commercial Kitchen Tools	33%	6%
Kitchen Appliances	16%	18%
Others	6%	4%
Food-Related Platforms & Services	3%	17%
Dining Essentials	1%	8%

Overseas Exhibitor BIZ-Matching Program

To maximize business opportunities for Coex Food Week overseas exhibitors, we arrange 1:1 business meetings with prominent local buyers in the Korean food industry. This platform provides an ideal gateway for exhibitors eager to enter the emerging Korean market.

Dates : Nov 20 (Wed) – Nov 22 (Fri), 3 days

Location : 1F Hall A Overseas Exhibitor BIZ-Matching Lounge

Total Meetings :180

Total Consultation Value : USD 9.47 million

Participants : 46 Korean Buyers
49 Exhibitors from 11 Countries

96.3%

of the overseas exhibitors were satisfied with the **overall business program** and wanted to **participate in future programs**

88.9%

of the overseas exhibitors were satisfied with the **buyers**



SHINSEGAE



“ The program has been very beneficial as it has helped us meet interested buyers and learn more about the Korean market. ”

- Nc'nean (Scotland)

“ I think the arrange of these meetings are very good. We have more opportunities to meet potential guests. Thank you for your thoughtfulness in the exhibition. ”

- Ru Jih Foods (Taiwan)

Overseas Big Buyer Zone Program

Coex invites overseas buyers in the retail and food industries to participate in the exclusive “Big Buyer Zone.” This zone is specifically reserved for buyers with significant purchasing power and decision-making authorities who are actively engaged in business in Korea. By enrolling in this program, overseas buyers can connect with local suppliers aligned with their interests and enjoy exclusive benefits provided by the organizer.

Dates : Nov 20 (Wed) – Nov 22 (Fri), 3 days

Location : 1F Hall A Overseas Big Buyer Zone

Total Meetings : 211

Total Consultation Value : USD 11.04 million

Participants : 88 Korean Exhibitors

9 Buyers from 5 Countries(China, Indonesia, Malaysia, Thailand, Vietnam)

87.5%

of the overseas BIG BUYERS were satisfied with the **overall business program and exhibitors**

100%

of the overseas BIG BUYERS are willing to **participate in future programs**



THE **FOODHALL**

CPA XTRA



CENTRAL RETAIL

**NSK
GRO CER**



“ The exhibitions are great and we could meet many exhibitors with great quality products and nice packaging to introduce to Malaysia. ”

- NSK Grocers (Malaysia)

Overseas Trade Organizations Invitation Program

Coex Food Week Secretariat extends a special invitation to overseas trade promotion organizations and food-related associations to explore Coex Food Week. Our aim is to encourage participation from various countries, specifically inviting organizations interested in establishing a national pavilion at future editions of Coex Food Week. By joining this program, invitees will gain a deeper understanding of Coex Food Week and enjoy exclusive benefits provided by the organizer.

Dates : Nov 20 (Wed) – Nov 21 (Thu), 2 days

Participating Countries : China, France, Malaysia, Sri Lanka

Coex Food Week 2024 Networking Event

This exclusive networking event provides an outstanding opportunity to engage with overseas exhibitors, hosted buyers, international organizations, and embassies based in Korea participating in Coex Food Week. It serves as a unique platform to foster collaboration and establish meaningful business relationships with key players in the global food industry.

Dates : Nov 20 (Wed), 6:00 PM – 7:30 PM

Location : 3F Hall D Open Marketing Stage

Participants : Overseas exhibitors, hosted buyers, embassies, and trade promotion organizations in Korea



(Left) Overseas Trade Organizations Program | (Right) Coex Food Week 2024 Networking Event

SPECIAL OFFER FOR OVERSEAS EXHIBITORS AND BUYERS

Bleisure (Business + Leisure) Programs

This year, sponsored by the Seoul Metropolitan Government (Seoul Korea Tourism Organization) and the Korea Tourism Organization, Coex offered **complimentary tour packages and vouchers** to enhance your experience in Korea. Coex Food Week not only offers opportunities to make your business endeavors successful but also makes your business trip more enjoyable.



National Pavilion Package

As the organizer, Coex would like to propose the particular tailor-made program called **National Pavilion Package** to boost bilateral trade through trade show participation. This special offer will be applicable when **only more than 90sqm (10 booths) is taken.**

The benefits include

- Booth fee discounts
- Hotel accommodation discounts
- Assistance in travel arrangements
- Upgraded booth design

Buyer Delegation Package

In order to provide convenient visitation for groups of buyers from international trade bodies, Coex offer tailored services to delegation groups of 10 or more participants.

The benefits include

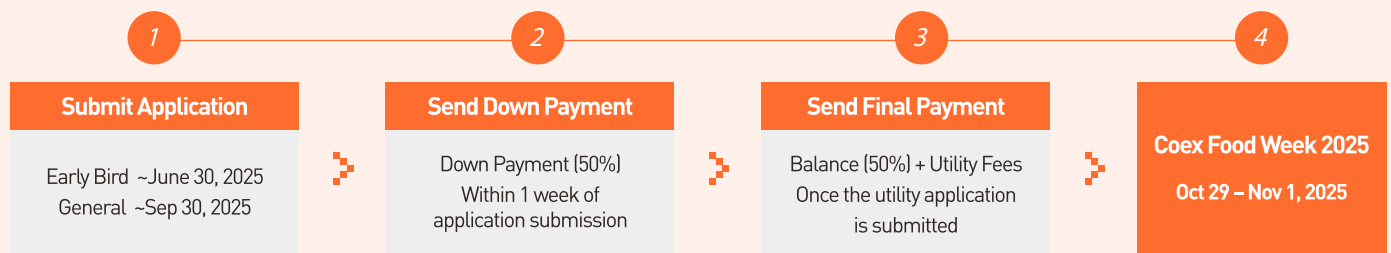
- Hotel accommodation
- 1:1 business meetings
- Interpreter Service
- Networking opportunity

How to apply for Coex Food Week 2025?



Title	Coex Food Week 2025
Dates	October 29 – November 1, 2025
Venue	Coex Hall A, B, C, The Platz Seoul, South Korea
Organizer	Coex
Items	Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages, Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solution, Food Processing & Packaging Equipment, Eco-friendly & ESG Solutions, Smart Logistic & Distribution System, Food Automation Solution

Application Guidelines



Booth Types & Fees

Category	Space Only (Space Only)	Shell Scheme (Space + Basic Stand)	Premium Booth (Space + Premium Stand)
Booth Image			
Specification (3m x 3m)	* Minimum: Two Booths * Exhibitors must use one of Coex's designated contractors to design and construct their booths	* Booth Signage: Company name & booth no. * Flooring: Needle punch carpet * Furniture: 1 information desk and 1 chair * Lighting: Standard lighting & 1 power outlet	* Booth Signage: Company name & booth no. * Flooring: Needle punch carpet * Furniture: 1 information desk and 1 chair * Lighting: Standard lighting & 1 power outlet
Early Bird (~6/30)	USD 3,000	USD 3,300	USD 3,800
General (~9/30)	USD 3,200	USD 3,500	USD 4,000

* A set of information desk and chair is provided per exhibitor, not the number of booths.

* The booth fee does not include 10% VAT. If your country is not exempt from taxes, a 10% VAT will be added to the total participation fee. Overseas companies not exempt from taxes must comply with the Korean Value-Added Tax Act Law and pay a 10% VAT.

Utility Service Fees

Electricity (Daytime)	Electricity (24 Hours)	Internet LAN	Water & Drainage
\$90/kW	\$100/kW	\$250/port	\$250/connection

* The fee above is for four day's use during exhibition period.

Early Bird Application

Get a \$200 discount per booth by applying by June 30, 2025.

How to register

If you are interested in participating with a booth, please contact Coex Food Week Secretariat.



Coex F&B Trade Shows

The deadlines for early bird applications and general applications vary by exhibition and are subject to change. For the exact schedule, please check with the Secretariat.

Title	Dates	Venue	Deadline for Early Bird Application	Deadline for General Application	Website
Coffee Expo Seoul 	Apr 2 - Apr 5	Hall A, B	Oct 25, 2024	Dec 27, 2024	
	Machinery & Equipment, Coffee Beans & Ingredients, Tea & Other Beverages, Dessert & Bakery, Kitchen Equipment, Living & Kitchenware, Packaging Materials, Franchise & Shop Supplies, Retail IT Solutions, Eco-friendly Solutions				
Korea International Bakery Fair 	Apr 2 - Apr 5	Hall D	Dec 27, 2024	Feb 28	
	Dessert & Bakery, Bakery Machinery, Baking Tools & Supplies, Bakery Packaging, Raw Material, Semi-prepared Bakery, Commercial Bakery, Dairy Products, Eggs & Processed Meat				
International Franchise Show in Seoul 	Spring : Apr 10 - Apr 12	Hall C, D	Jan 31	Mar 31	
	Autumn : Sep 25 - Sep 27	Hall C, D	Jun 30	Aug 30	
	Restaurant, Take-Away & Delivery, Self-Service Shop, Unmanned Service, Retail Equipment & Technology, Store Supplies, Payment System				
Agri & Food Tech Start-up Rising Expo 	Jul 16 - Jul 18	Hall C	Mar 31	April 30	
	Food Technology Startups, Agriculture Technology Startups, Green Biotechnology Startups, Blue Technology Startups				
Coex Food Week 	Oct 29 - Nov 1	Hall A,B,C, The Platz	Jun 30	Sep 30	
	Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages, Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solution, Food Processing & Packaging Equipment, Food Automation Solution				

