



POST-SHOW REPORT

# Coex Food Week 2019

## Show Review

### Show Facts

<b>Date</b>	November 20 (Wed) – 23 (Sat), 4 Days
<b>Organizers</b>	Coex, Korea Bakers Association, Korea Cooker Machinery Industry Cooperative, thebuyer
<b>Sponsor</b>	Ministry of Agriculture, Food and Rural Affairs, Rural Development Administration, Seoul Metropolitan Government, Korea Agency of HACCP Accreditation and Services, Korea Food Research Institute
<b>Certifications</b>	UFI-approved Event, Int'l Certified Exhibition by Association of Korea Exhibition Industry (AKEI)
<b>Venue</b>	Coex Halls A, B, C, D and Grand Ballroom
<b>Show Division</b>	<ul style="list-style-type: none"> <li>· Hall A : Premium Agriculture, Fisheries &amp; Livestock, Strong Small Farm(SSF) Pavilion, General F&amp;B, Regional and Traditional Products, Overseas Companies</li> <li>· Hall B : G Food Show, Coex HMR Fair, Coex Food Pack, Cold-Chain Pavilion, Start-up Pavilion</li> <li>· Hall C : Seoul International Bakery Fair, Kitchen Fair</li> <li>· Hall D : Dessert Show, World Boseong Tea Forum, Newtro Pavilion, The Lounge of Craft Beer</li> </ul>





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November 20(Wed)~23(Sat), 2019

### Show Figures



EXHIBITOR

**872 Companies, 1,943 Booths**

Overseas : 63 Companies, 61 Booths

Japan, Vietnam, Vietnam, Taiwan, Indonesia, Singapore, China, Australia, Philippines, Belarus, France, Vietnam, Turkey, Italy, Czech Republic, Netherlands, Brazil



VISITOR

**44,125 Visitors**

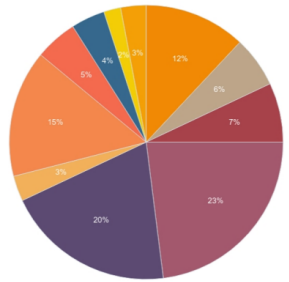
Overseas : 54 Countries, 581 Visitors

Belgium, Russia, Singapore, Thailand, Japan, Hong Kong, Malaysia, India, Germany, Brazil, South Africa, Canada

**73%**  
of the visitors hold decision making / authority for purchasing

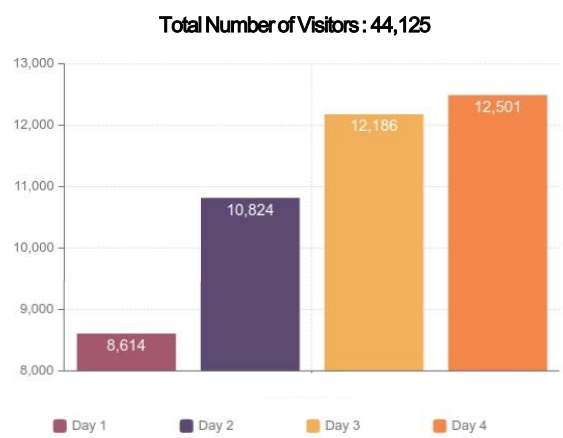
**54%**  
of visitors attend to find new clients and collect industry information

Breakdown of Visitor's Sectors



- Manufacturing/production 23%
- Distribution 20%
- Processing 3%
- Cafe, bakery owners 15%
- Catering, franchise 5%
- General restaurant, store owners 4%
- Hotel, leisure, tourism and entertainment officials 2%
- Educational institution officials 3%
- Food and beverage experts (bakers, cooks, baristas, etc.) 12%
- Students 6%
- Others 7%

Number of Visitors per day





## POST-SHOW REPORT

# 1:1 Business Meeting Results



## Seller-Buyer B2B Meeting

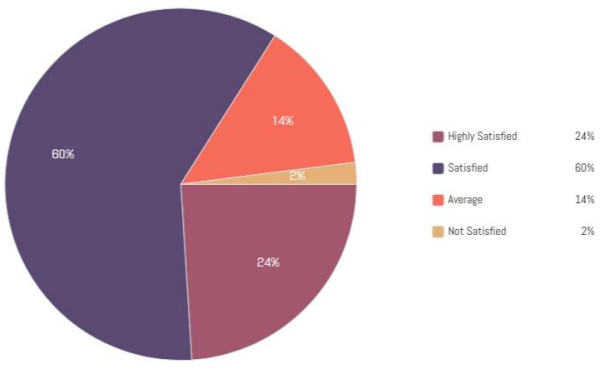
- Date : 11. 20 ~ 11. 22, 3 Days [Meetings with Overseas Buyer]  
11. 20 ~ 11. 21, 2 Days [Meetings with Domestic Buyers]
- Venue : Grand Ballroom #104 or walk-in appoints
- Consultation Results



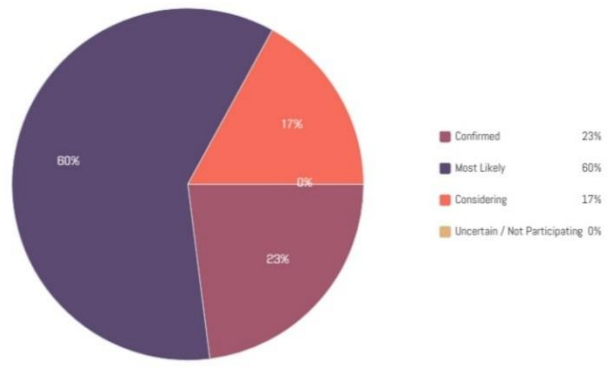
<b>Overseas Buyers</b>	<p>41 Companies, 51 Buyers from 12 Countries such as Canada, USA, Singapore, Hong Kong, Egypt and more</p> <p>&lt;Number of Meetings&gt; 600 Meetings</p>
<b>Domestic Buyers</b>	<p>50 Companies, 120 Buyers from companies such as Hyundai Green Food, Our Home, Hyundai Department Store, Lotte Department Store, NS Home Shopping, GS Retail and more</p> <p>&lt;Number of Meetings&gt; 269 Meetings</p>

### Survey Results

• Buyer's satisfaction with the organizer's management



• Buyer survey indication their interest to visit the next edition





## POST-SHOW REPORT

### Show Highlights & Features

<p><b>Hall A Events</b> (Strong Small Farm Pavilion, Local Pavilios)</p>	<ul style="list-style-type: none"> <li>· SSF Talent Donation Concert 2019</li> <li>· 4-H Competition Opening Ceremony</li> <li>· Talk Concert</li> <li>· Competition in Agriculture Industry Exhibition</li> <li>· Agricultural Products Auction</li> </ul>	<ul style="list-style-type: none"> <li>· Young Farmers' Good Agricultural Products Brand Competition</li> <li>· Photo Competition</li> <li>· Case Study and Competition of Small and Medium-Sized Farmers</li> <li>· Video Competition on Group Activities</li> <li>· Programs with children</li> </ul>
<p><b>Hall B Events</b> (G-FOOD SHOW/ Start-up Pavilion)</p>	<ul style="list-style-type: none"> <li>· Start-up Investment Presentation</li> <li>· Overseas Media Interview Zone</li> <li>· G-FOOD SHOW Events</li> </ul>	
<p><b>Hall C Events</b> (SIBA, Kitchen Fair)</p>	<ul style="list-style-type: none"> <li>· Top of Patisier in Asia 2019</li> <li>· 19<sup>th</sup> Seoul International Bakery Contest</li> <li>· 10<sup>th</sup> Student Confectionery Contest</li> <li>· Local Bakery Showcase</li> <li>· Mom &amp; Me Baking Class</li> </ul>	<ul style="list-style-type: none"> <li>· Finland Dessert Class</li> <li>· DIY – Packaging with Korean Silk</li> <li>· DIY – Cupcake Deco</li> <li>· DIY - Eco-Friendly Handicraft Event</li> </ul>
<p><b>Hall D Events</b> (New Trend Pavilion, Dessert Show)</p>	<ul style="list-style-type: none"> <li>· Korea Tea Blending Competition</li> <li>· Tea Auction Ceremony and Auction</li> <li>· World Boseong Tea Fair Opening &amp; Closing Ceremony</li> <li>· World Agricultural Heritage Seminar</li> <li>· T-Master Championship</li> </ul>	<ul style="list-style-type: none"> <li>· Boseong World Tea Review Competition</li> <li>· World Tea Forum</li> <li>· Lotte HomeShopping Hidden Auction</li> <li>· Netherland Veal Cooking Show</li> <li>· Italy Culinary School Cooking Show</li> <li>· DIY – Makgeolli Brewing Class</li> </ul>
<p><b>Grand Ballroom Events/Program</b></p>	<ul style="list-style-type: none"> <li>· Korea FoodTech Conference 2019</li> <li>· Strong Small Farm(SSF) Seminar</li> <li>· Cold-Chain Conference</li> <li>· Food Industry Technology Show Korea 2020 Press Conference</li> <li>· Coex Food Week Networking Dinner</li> <li>· Domestic and Overseas Buyer B2B Meeting</li> </ul>	<ul style="list-style-type: none"> <li>· Korean Pediatric Medical Seminar</li> <li>· HACCP Korea 2019, Asia HACCP Tech-Sharing Seminar, Smart Factory Focused HACCP Construction</li> <li>· Countermeasures for the changing policies within the Food Industry</li> <li>· Cadians System Conference</li> </ul>