



제20회 서울국제식품산업전

FOOD WEEK KOREA Show Result

Title	Food Week Korea 2025
Date	October 29 (Wed) - November 1 (Sat) , 4 Days * Opening Hours: 10:00 - 18:00 (Saturday: 10:00 - 17:00)
Host	Coex, Ministry of Agriculture, Food and Rural Affairs
Sponsor	Seoul Metropolitan Government
Certifications	UFI (The Global Association of the Exhibition Industry) AKEI (Association of Korea Exhibition Industry)
Website	www.foodweek.co.kr
Venue	Coex Hall A, B, C & The Platz, Seoul, South Korea
Show Composition	<ul style="list-style-type: none"> • Hall A (1F): DOMESTIC & INTERNATIONAL FOOD • Hall B (1F): FANCY FOOD • Hall C (3F): HORECA & K-FOOD TECH
Scale	<ul style="list-style-type: none"> • Exhibitor Scale: 42 Countries, 950 Companies, 1,532 Booths • Visitor Scale: Total 55,711 - Daily Visitor Scale : (Day 1) 11,243, (Day 2) 12,148, (Day 3) 14,097, (Day 4) 18,223
Participating Countries (42 Countries)	<ul style="list-style-type: none"> • Asia-Pacific: Taiwan, Vietnam, India, Indonesia, Japan, China, Thailand, Hong Kong, the Philippines, Nepal, Australia, Malaysia, Singapore, South Korea • CIS/Middle East/Africa : Mongolia, Uzbekistan, Russia, Kazakhstan, UAE, Bahrain, Qatar, Saudi Arabia, South Africa, Belarus, Pakistan, Türkiye • Europe/Africa: United Kingdom, Spain, Germany, Italy, France, Poland, Czech Republic, etc. • North America: United States, Canada • Central/South America: Peru, Guatemala, Cuba, Mexico, Brazil, Ecuador, Argentina, etc.
	2025 Special Pavilion
Special Pavilion & Side Program	<ul style="list-style-type: none"> • 2025 New Product Showcase : THE NEXT (1F Hall A Lobby) • 2025 Healthy Pleasure Showcase (1F Hall A) • HOUSE OF SAUCE - 2025 Sauce Special Pavilion (1F Hall B) • JURYU The Lounge (1F Hall B) • Autumn Beer Village (1F Hall B) • Gourmet & Specialty Food Street (1F Hall B) • Smart Home Kitchen Street (1F Hall B) • Smart Food Service-Master Class (3F Hall C)

Business Program

- **Global Big Buyer Zone Program**

- Date: October 29 (Wed) – 31 (Fri), 2025 (3 days)
- Venue: Hall A, 1F – Global Big Buyer Zone
- Meeting Results: 251 meetings, Estimated meeting value of USD 11.8 million
- Participants: 10 companies from 8 countries
(Major Buyers) Jayone Food, Prairie Marketing, OHYAMA Co., Ltd., GS25 Vietnam, Lotte Mart Vietnam, etc.

- **Overseas Exhibitor Biz-Matching Program**

- Date: October 29 (Wed) – 31 (Fri), 2025 (3 days)
- Venue: Hall A, 1F – Overseas Exhibitor Biz-Matching Lounge
- Meeting Results: 206 meetings, Estimated meeting value of USD 1,095 billion
- Participants: 75 domestic buyers, 46 companies from 16 countries
(Major Buyers) CJ Foodville, Lotte Mart, Ourhome, Lotte Mart, Purnil, Maeil Dairies, Samyang Foods etc.

- **BKF+ (Buy Korean Food+)**

- Date: October 29 (Wed) – 31 (Fri), 2025 (3 days)
- Venue: BKF+ Meeting Lounge, The Platz (2F)
- Meeting Results: 1,649 meetings, Estimated meeting value USD 1.1 million and on-site contract (MOUs) USD 12 million.
- Participating Buyers: 88 companies from 39 countries

- **Domestic Buyer Biz-Matching Program**

- Date: October 29 (Wed) – 31 (Fri), 2025 (3 days)
- Venue: Hall C, 3F – Domestic Buyer Biz-Matching Lounge
- Meeting Results: 350 meetings, Estimated meeting value of KRW 46.9 billion
- Participants: 72 buyers from 38 food distribution companies
(Major Buyers) Daesang, E-Mart, Gmarket, Lotte Department Store, Hyundai Department Store, AK Plaza, Coupang, Hyundai Green Food, Hotel Shilla etc.

- **Domestic Buyer Consulting Program**

- Date: October 29 (Wed) – 31 (Fri), 2025 (3 days)
 - Venue: Hall C, 3F – Domestic Buyer Biz-Matching Lounge
 - Consulting Areas: Market channel expansion, product portfolio strategy, and export consulting, etc.
 - Consulting Results: 102 consulting
 - Participants: 10 food distribution-related companies
(Major Buyers) YPCG, Marketboro, MotherLove, Cheongdam, TUMI Korea, Korea HMR Association, Local Factory, KTF (Canada Galleria) etc.
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Conference / Seminar / Contest / Awards

- **Korea Food Outlook 2026**
(10/29–10/30, 4F Conference Room(South) Room 401)
- **Smart Food Service - Master Class**
(10/29–10/31, 3F Hall C C3500)
- **AI FoodTech Conference**
(10/31, 3F Hall C Grand Stage)
- **KFRI Conference and Technology Seminar 2025**
(10/29, 3F Conference Room E1~4)
- **Agri-Future Demo Day & Technology Commercialization Sharing Session 2025**
(10/29, 3F Hall C Grand Stage)
- **K-HACCP Development Seminar for the Advancement of Food Safety Management**
(10/30, 3F Conference Room(South) Room 317)
- **Fresh Food Cold Chain Optimization Seminar 2025**
(10/30, 3F Conference Room(South) Room 318)
- **FoodTech New Product and Business Development Program**
(10/30, 3F Hall C Grand Stage)
- **Korean Halal Food Export and Certification Workshop 2025**
(10/30, 3F Conference Room(South) Room 300)
- **The 11th GAP Excellent Case Competition 2025**
(10/31, 1F Hall B Open Live Stage)
- **Introduction to the Indonesian Halal Certification System and Procedures**
(10/31, 3F Hall C Next Stage)
- **Global Symposium on Standardization in FoodTech 2025**
(10/31, 4F Conference Room(South) Room 401)
- **Business Forum on Market Expansion for Domestic Soybeans**
(10/31, 3F Hall C Next Stage)
- **Domestic Vegan Food Production and Certification Seminar 2025**
(10/31, 3F Conference Room(South) Room 300)
- **AI Food Advertisement Conference**
(11/1, 3F Hall C Grand Stage)

Event

- **HOUSE OF SAUCE**
- Special Sauce Pavilion with 3 Companies: Nongshim, Samyang Foods, Paldo
(10/29–11/01 1F Hall B, B4101)
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•Food Week Korea 2025 Event Booth

- Jjeop Jjeop Tour Event
(10/29-11/01, A7001(Hall A), B5001(Hall B), C6501(Hall C))
- Jjeop Jjeop PhD Educational Evaluation Event
(10/29-11/01, 1F B5001(Hall B))
- Lucky Draw (10/29-11/01, 1F B5001(Hall B))

•2025 New Product Showcase: THE NEXT (1F Hall A, Lobby)

•2025 Healthy Pleasure Showcase (1F Hall A, A4001)

•Media Coverage: A total of 342 articles

- 10 print articles and 332 online articles

Media Promotion

Date	Article	Coverage
7/16	'2025 푸드위크 코리아' 슈퍼 얼리버드 티켓 최대 약 70% 할인 (‘Food Week Korea 2025’ Super Early Bird Tickets Up to 70% Off)	21
9/23	'2025 푸드위크 코리아' 2차 얼리버드 할인 티켓 판매 (‘Food Week Korea 2025’ Second Early Bird Ticket Sale Begins)	30
10/20	푸드위크 코리아 선정 '2025 푸드 트렌드' TOP5 (“Food Week Korea 2025” Announces TOP 5 Food Trends for 2025)	19
10/27	코엑스, 하반기 최대 규모 식품 박람회 ‘2025 푸드위크 코리아’ 29일 개최 (Coex to Host "Food Week Korea 2025", the Largest Food Exhibition of the Second Half of the Year, on Oct 29th)	46
10/29	‘Food Week Korea 2025’ Featured in Print Media	10
10/29	Photo Session Coverage	51
10/29	Photo Articles	132
10/29	On-site Coverage Articles	17
10/29	Other Mentions	1
11/03	코엑스, ‘2025 푸드위크 코리아’ 성황리에 막 내려 (Coex, Successfully Concludes ‘Food Week Korea 2025’)	15
Total 342 Coverage		





On-site Photos
(Hall A)
Domestic & International Food





On-site
Photos

(Hall B)
Fancy
Food
& Trends



On-site
Photos
(Hall C)
HORECA
&
K-Food
Tech



On-site
Photos
(Side
Programs
/Event)

