

COEX:
**FOOD
WEEK** 2024



2024. 11. 20(WED) – 11. 23(SAT)
Coex Hall A, B, C, D | Seoul, Korea



COEX :
**FOOD
WEEK**

OVERSEAS VISITOR GUIDE 2024

Coex Food Week 2025 Secretariat

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GENERAL INFO

SHOW OVERVIEW

Title Coex Food Week 2024
Dates November 20 - 23, 2024
Venue Coex Hall A, B, C, D / Seoul, South Korea
Scale 31 Countries, 1,054 Companies, 1,846 Booths
Organizer Coex, Ministry of Agriculture, Food and Rural Affairs
Supporting Organizations Seoul Metropolitan Government, Gangnam-gu, 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 & Solutions, Food Processing & Packaging Equipment, Eco-friendly & ESG Solutions, Smart Logistic & Distribution System, Consumer & Retail 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)

SHOW OPENING HOURS

Nov 20 (Wed) – Nov 22 (Fri)	10:00 - 18:00
Nov 23 (Sat)	10:00 - 17:00

* The last admission is 1 hour before the closing time

How to get your entry pass

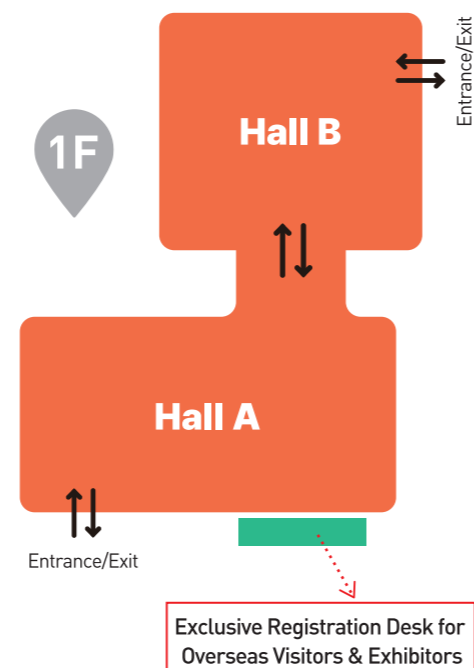
Exhibitors

Please pick-up your exhibitor badge on November 19th.

Date / Time	Pick-up Location
November 19 th 14:00	Overseas Registration Desk in front of Hall A (1F)

Visitors

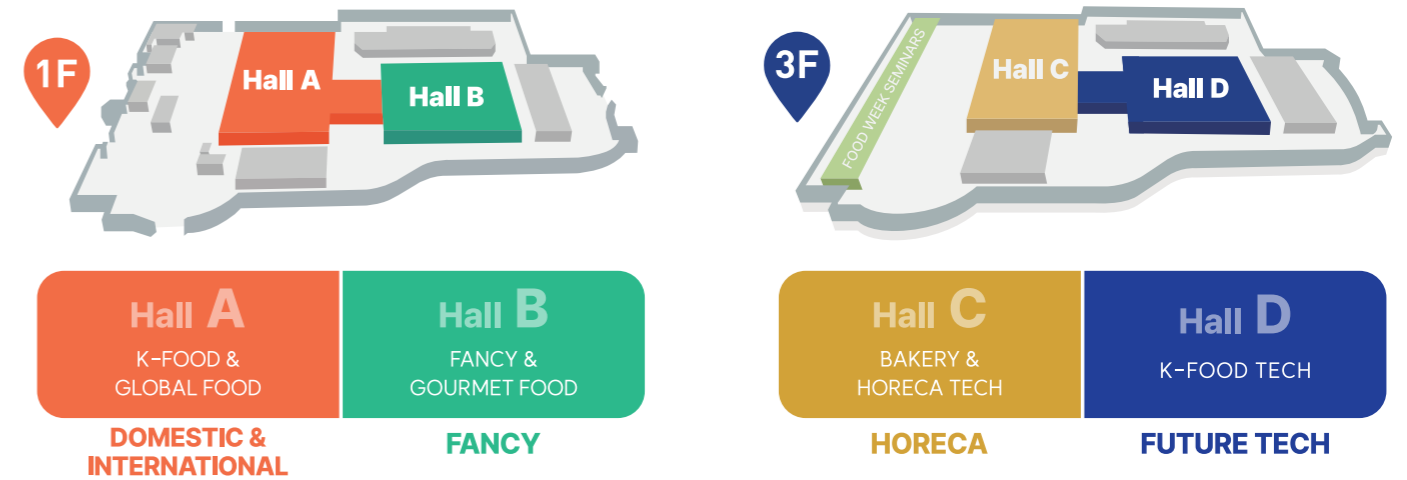
Pre-Registered	Onsite Registration
Scan your QR code at the kiosk located at the registration desk. * QR code will be sent via email the day before the event.	Please present an ID that verifies you are a foreigner at the OVERSEAS registration desk. * Overseas visitors can register for free.



SHOW COMPOSITION

Food For Better Future

Coex Food Week the largest food related B2B trade show in Korea!



Hall A	Hall B	Hall C	Hall D
K-Food Global Food	Fancy Food Gourmet Food	Kitchen & Foodservice Equipment Bakery Equipment & Tools	FoodTech Solutions
International Pavilion BEGIN VEGAN!	JURYU THE LOUNGE Gourmet & Specialty Food Collection	HORECA KitchenTech Pavilion	K-FoodTech Startup Pavilion
New Product Showcase: THE NEXT Overseas Big Buyer Zone Overseas Exhibitor Biz-Matching Lounge	Winter Beer Village One-day Dessert Decoration Class	K-Bakery Pavilion Bakery Contest & Showcase K-Doshirak (Meal Box) Pavilion FoodTech Conference	2024 Korea Food Outlook 14 th Foodpolis International Conference Domestic Exhibitor Biz-Matching Lounge Coex Food Week Business Connecting
Cafeteria (1F)	Open Marketing Stage (1F)	Open Marketing Stage (3F)	Cafeteria (3F)

Our Partners



Check out the Floor Plan!



Visit our Online Directory!



Why Coex Food Week?

1,054

Exhibitors
from 15 Countries

1,846

Booths across 4 Halls,
Covering 36,007 sqm

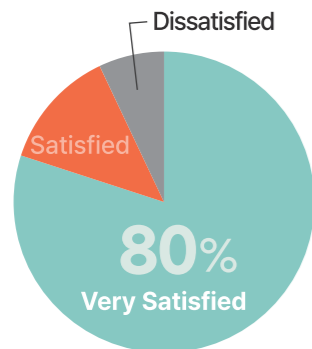
55,000

Visitors
from 31 Countries

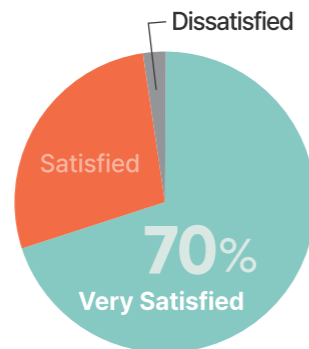


**82% of participating companies
expressed their intention to return next year**

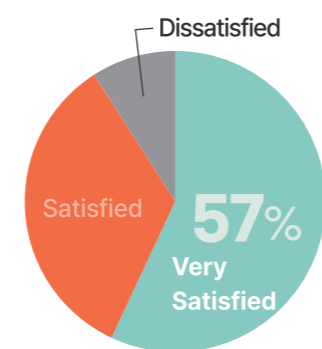
EXHIBITOR SATISFACTION



Overall Exhibition

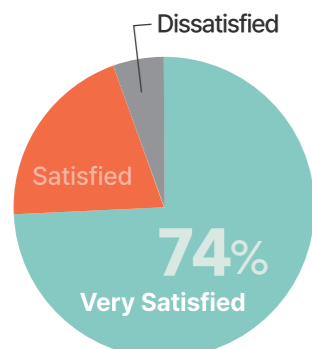


Buyer Quality

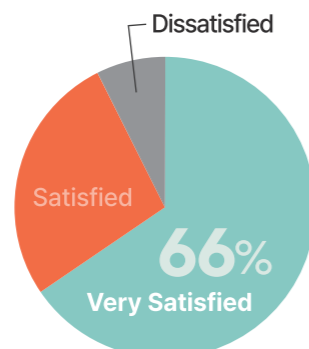


Business Meeting Program

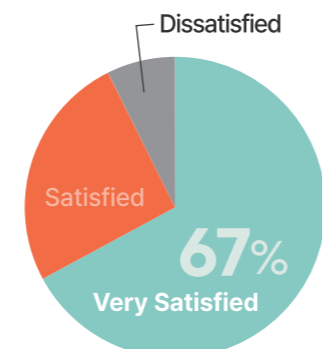
VISITOR SATISFACTION



Overall Exhibition



Exhibitor Quality



Diversity of Exhibit Items



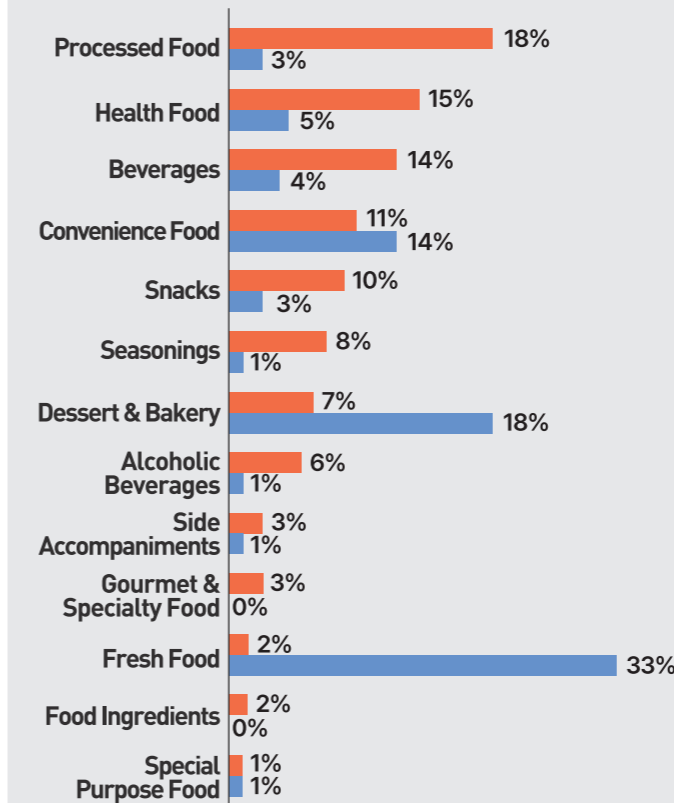
Exhibitors' Target Markets (Geographical)

Korea	24%
Southeast Asia	19%
USA	19%
Japan	18%
Europe	12%
China	11%
Middle East	8%
South Asia	6%
Russia	4%
Oceania	2%

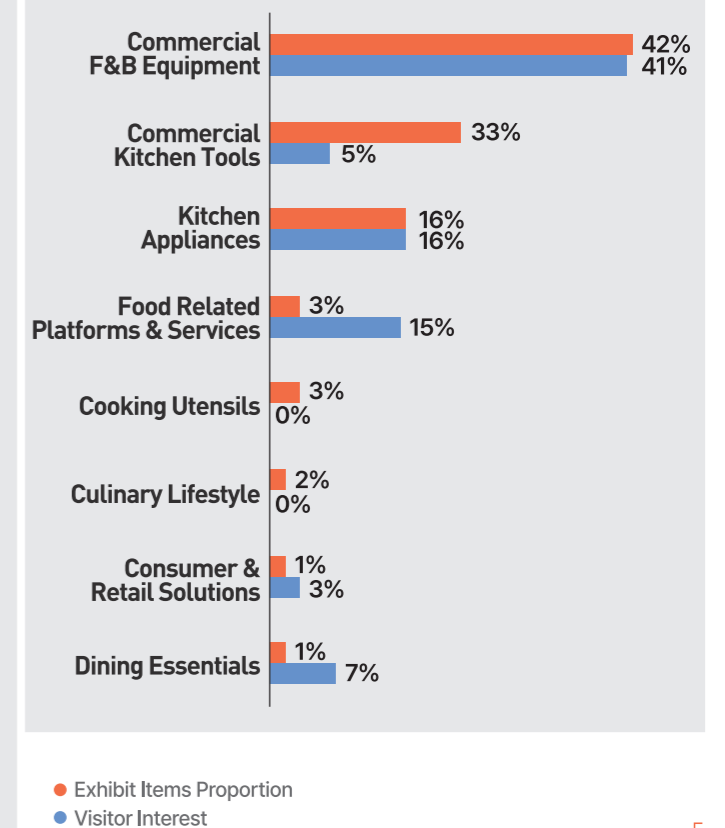
Exhibitors' Target Markets (by Industry)

Offline Retailers	25%
Food Manufacturers	24%
Online Retailers	22%
Franchise Operators	12%
Food & Beverage Industry Owners	11%
Group Catering for Large Facilities	4%
Food Specialists	3%
Others	1%

Visitor Area of Interest (Food Week)



Visitor Area of Interest (FoodTech)



Special Offer for Overseas Exhibitors and Buyers

National Pavilion Package	Buyer Delegation Package
Coex offers the 'National Pavilion Package' a tailor-made program for all trade promotion agencies, organizations, and associations in food industries.	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 <ul style="list-style-type: none"> Booth fee discounts Hotel accommodation discounts Assistance in travel arrangements Upgraded booth design 	The benefits include <ul style="list-style-type: none"> Hotel accommodation 1:1 business meetings Interpreter service Networking opportunity

Biz-Matching & Networking Opportunities

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.



< Coex Food Week 2024 Big Buyer Line-up >



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.



< Coex Food Week 2024 Domestic Buyer Line-up >



Overseas Trade Organizations Program

Coex Food Week Secretariat extends a special invitation to overseas trade promotion organizations and food-related associations to explore Coex Food Week, gain insights into Korea's growing food industry, and collaborate in promoting the event. 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.



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. It serves as a unique platform to foster collaboration and establish meaningful business relationships with key players in the global food industry.

DATE & TIME	Wednesday, November 20th, 6:00 PM – 7:30 PM
LOCATION	Open Marketing Stage, Hall D (3rd Floor)
ATTENDEES	Overseas exhibitors, hosted buyers, embassies, and trade promotion organizations in Korea

Note: This event is by invitation only.



Bleisure (Business + Leisure) Programs

Sponsored by the Korea Tourism Organization and the Seoul Metropolitan Government (Seoul Tourism Organization), we are delighted to offer 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.



Sponsored by



Free Tour Package

Enjoy Seoul's Nightscape Along with Taste

11.23 (Sat)



Half Day: About 5 hours | Meals Included | Coex ▶ Dinner(Included) ▶ Seoul Sky Observatory ▶ Coex

- Meeting Point: In Front of KTO Concierge Desk
- Meeting Time: 5:30 p.m. (11/23 Sat.)

A Tour of Korea's Taste: From Past to Future

11.24 (Sun)



All Day : About 9 hours | Meals Included | Coex ▶ Bukchon Hanok Village ▶ Blue House(Sarangchae) ▶ Lunch(Included_Gwangjang Market) ▶ Kimchi Museum ▶ Traditional Tea Experience ▶ Coex

- Meeting Point: In Front of COEX A Hall
- Meeting Time: 9:00 a.m. (11/24 Sun.)

Free Voucher

<p>Meal Voucher</p> <p>Rice with Seoul Rice & Braised Kimchi (Korean Food)</p> <p>☞ B1F, downtown airport terminal, 22 Teheran-ro 87-gil, Gangnam-gu, Seoul ☐ Voucher Price: Up to ₩20,000</p>	<p>Meal Voucher</p> <p>Kervan (Kebab Food)</p> <p>☞ B1, COEX Mall, 513 Yeongdong-daero, Gangnam-gu, Seoul ☐ Voucher Price: Up to ₩20,000</p>	<p>Meal Voucher</p> <p>Luna Asia (Indian Food)</p> <p>☞ 15 Samsong-ro 100-gil, Gangnam-gu, Seoul ☐ Voucher Price: Up to ₩20,000</p>	
<p>Admission Ticket</p> <p>Seoul Sky (Observatory)</p> <p>☞ 117-123F, Lotte World Tower, 300 Olympic-ro, Songpa-gu, Seoul</p>	<p>Admission Ticket</p> <p>Cookin' Nanta (Performance)</p> <p>☞ 3F, 26 Myeongdong-gil, Jung-gu, Seoul</p>	<p>Admission Ticket</p> <p>Lotte World Aquarium (Aquarium)</p> <p>☞ B1, Lotte World Tower, 300 Olympic-ro, Songpa-gu, Seoul</p>	<p>Boarding Pass</p> <p>Eland Cruise (Cruise)</p> <p>☞ 290 Yeouidong-ro, Yeongdeungpo-gu, Seoul</p>

How to register for the Bleisure Program?

Seoul Tourism Organization Program

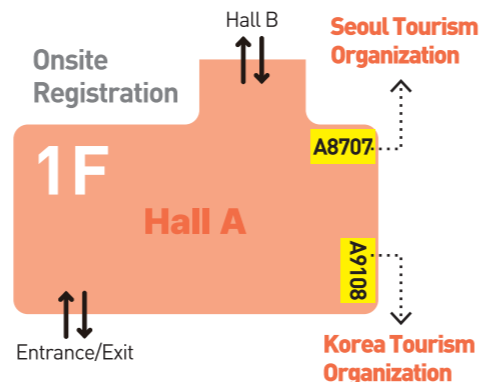


Korea Tourism Organization Program



Onsite Registration

If you missed pre-registration, you can register onsite at Coex Food Week. Visit the booths at Hall A for your desired program.



Sponsored by



Bleisure Travel Program

BLEISURE SEOUL

Free Seoul Tour Program

Northern Seoul Tour (11/20 18:00~22:00)

Deoksugung Palace > Makgeolli tasting experience > Insadong (visit cafes such as Osulloc or Onion)



Deoksugung Palace

Deoksugung Palace in Seoul is known for its blend of Korean and Western architecture and was once home to Joseon kings.



Makgeolli tasting experience

Makgeolli is a traditional Korean rice wine with a nutty flavor, slight sweetness, and rich in lactic acid bacteria.



Insadong (visit cafes such as Osulloc or Onion)

Foreign celebrities visit Insa-dong for its art, crafts, tea houses, and traditional Korean signage.

Southern Seoul Tour (11/21 18:00~22:00)

Bongeunsa Temple > Seoul Sky > Seokchon Lake > Trendy Cafe



Bongeunsa Temple

Bongeunsa Temple in Seoul's Gangnam district is a historic Korean Buddhist temple, founded in 794 during the Silla Dynasty.



Seoul Sky

Seoul Sky, located in the Lotte World Tower, offers panoramic views of Seoul from its 123rd-floor observation deck at 500 meters.



Seokchon Lake

Seokchon Lake is a large artificial lake in Songpa-gu, Seoul, with a 1.3 km walking path. It's especially popular in spring and autumn.



Trendy Cafe

Korea's trendy cafes are famous for their unique designs, special menus, and Instagram-worthy vibes, especially in cities like Seoul.

Discover Seoul Pass

Discover Seoul Pass in the Seoul's first "free pass" available for 48/72/120 hours. Using the pass, you can visit Seoul's representative tourist attractions for free and enjoy various discount benefits in areas such as transportation, shopping and performance.

For detailed information, please visit the website by scanning QR code.





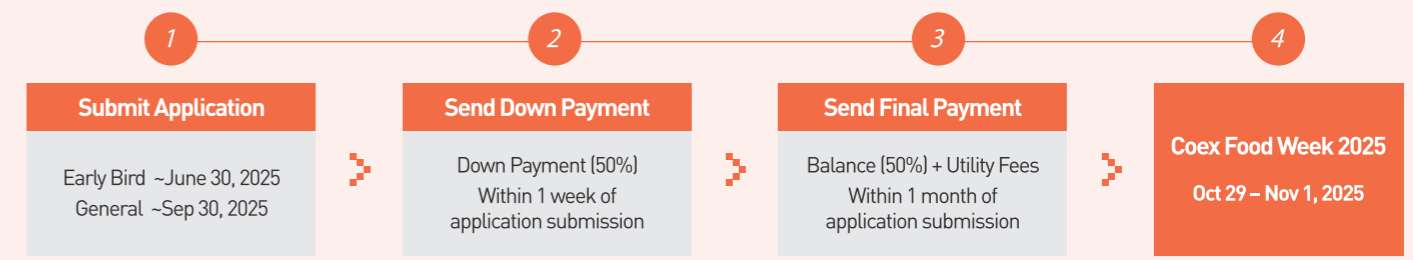
Title	Dates	Venue	Exhibit Items	Website
Coffee Expo Seoul 	April 2 - April 5	Hall A, B	Machinery & Equipment, Coffee Beans & Ingredients, Tea & Other Beverages, Dessert & Bakery, Kitchen Equipment, Living & Kitchenware, Packaging Materials, Franchise & Shop Supplies, Retail IT Solutions, Eco-friendly Solutions	
Korea International Bakery Fair 	April 2 - April 5	Hall D	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: April 10 - April 12 Autumn: Sep 25 - Sep 27	Hall C, D	Restaurant, Take-Away & Delivery, Self-Service Shop, Unmanned Service, Retail Equipment & Technology, Store Supplies, Payment System	
Agri & Food Tech Start-up Rising Expo 	July 17 - July 19	Hall C	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	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	
World FoodTech Expo 	Oct 29 - Nov 1	Hall C	Food Processing, Packaging Machinery and Materials, Alternative Food & Substitutes, Distribution & Logistic System, Quality Management and Food Safety, Food Analytics, Automation & Robotics, IoT, Big Data, AI, Biotechnology	



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, Food Automation Solution
Concurrent Shows	World FoodTech Expo (Hall C)

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 units two or more booths * Exhibitors must use one of the Coex official subcontractors to design and construct their own booth	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

Discount USD 200 per booth until June 30, 2025

How to register

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

Coex Food Week Secretariat | T. +82-2-6000-8164 E. foodweekcoex@gmail.com W. www.foodweek.co.kr

