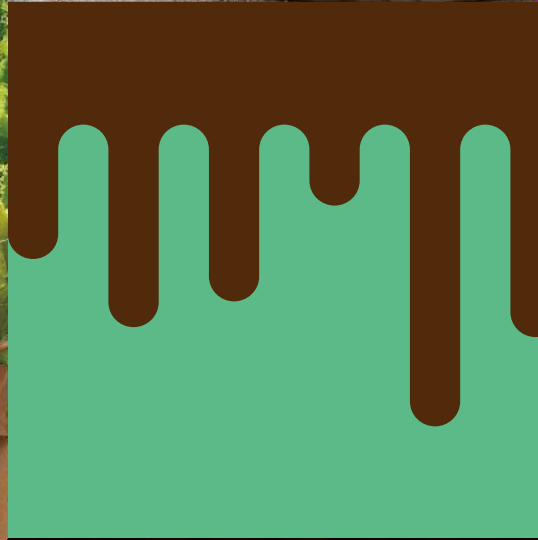


# FOOD WEEK KOREA 2026

Nov 4 (Wed) - Nov 7 (Sat), 2026  
Coex Hall A, B, C & The Platz



# FOOD WEEK KOREA

## FOOD WEEK KOREA 2026

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2026 THEME

# TASTE THE INNOVATION

**Food Week Korea** is the largest food exhibition in Seoul, the heart of Korea -showcasing everything from fresh ingredients and premium foods to automation systems, smart kitchens, and cutting-edge food technologies.

## Show Overview



Title	FOOD WEEK KOREA 2026
Date	November 4 - 7, 2026
Venue	Coex Hall A, B, C & The Platz, Seoul, Korea
Scale	1,000 Exhibitors, 1,800 Booths from 30 Countries 60,000 Visitors from 80 Countries
Exhibits	<b>[Food &amp; Beverage]</b> Processed Food, Convenience Food, Fresh Food, International Food, Seasonings, Sauces, Food Ingredients, Dessert & Bakery, Snacks, Beverages, Wine & Liquor, Gourmet, Specialty Food, Vegan, Alternative Food, Functional Food <b>[HORECA Solution]</b> Commercial Kitchen Equipment, Kitchen Tools & Utensils, Tableware, Table Service Solutions, Bulk Food Ingredients <b>[Food Technology &amp; AI]</b> Food Manufacturing & Processing Equipment, Food Packaging Equipment, Smart Kitchen Appliance, Smart Food Factories, Smart Logistics & Distribution, Smart Farm, Green-bio Food
Host	Coex   Ministry of Agriculture, Food and Rural Affairs
Organizer	Coex   Korea Agro-Fisheries & Food Trade Corporation
Certifications	UFI (The Global Association of the Exhibition Industry) AKEI (Association of Korea Exhibition Industry)
Supporting Organizations(TBD)	Seoul Metropolitan Government, Gangnam-gu

# Why Food Week Korea?

## 1 Largest Food Exhibition in Seoul, Korea

**Food Week Korea is one of Korea's premier international food exhibitions, held in the heart of Seoul.**

In 2025, it brought together 950 exhibitors from 21 countries, showcasing over 1,532 booths and attracting 55,711 visitors from 81 countries. As a comprehensive global platform for the food industry, Food Week Korea offers unparalleled opportunities to expand your network and grow your business in Asia's thriving food market.





## 2 Exhibitor Satisfaction Rate : 95.2%!

Food Week Korea is a highly trusted B2B exhibition, recognized by over 1,000 food companies for delivering the most rewarding and satisfying business experience in the industry.

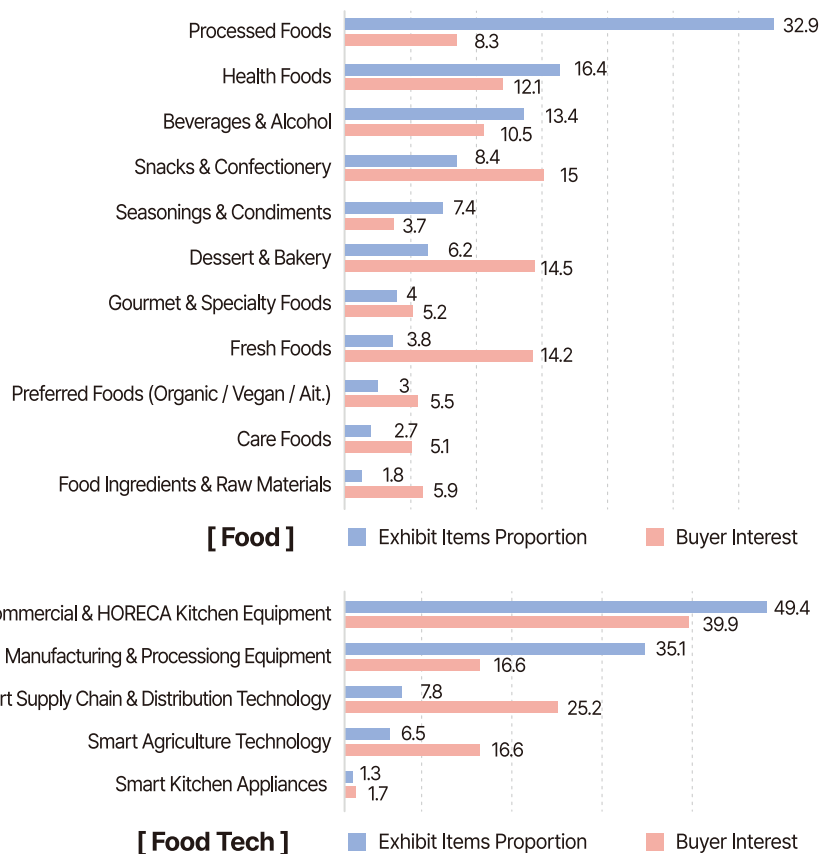


### 🗳️ Intention to Participate Again



**93.6%** "Likely to participate again"

### 📊 Exhibit Items Proportion and Buyer Interest



# Why Food Week Korea?

## 3 Over 60,000 Qualified Visitors

Broaden your business with qualified 60,000 buyers & consumers

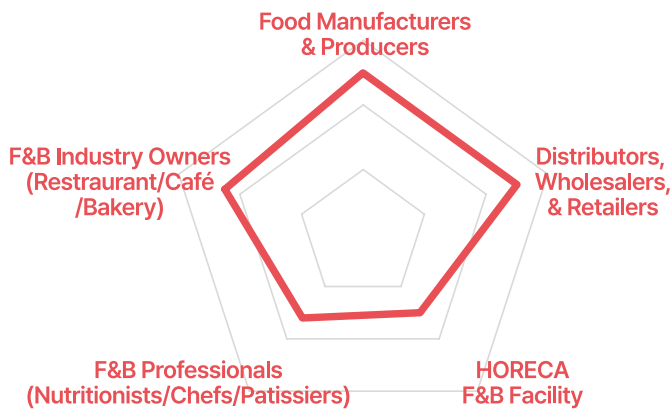
### Selected Qualified Buyers

Over 500,000 buyers have visited Food Week Korea. We build a high-quality buyer base by engaging key decision-makers and attracting new prospects each year.

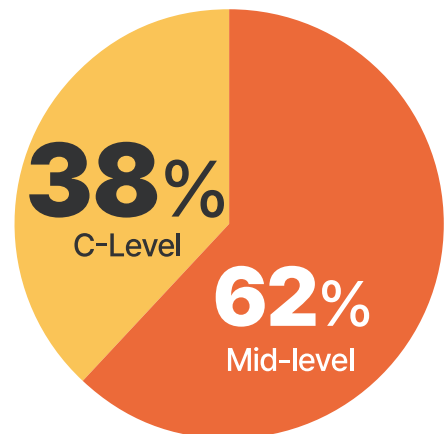
### Core Decision-Makers

A high-quality buyer profile with strong representation of C-level decision-makers.

#### Buyer Profile



#### Buyer Quality





## 4 Top-tier Business Platform

A wide range of programs designed to enhance your business performance

### Increased Brand Awareness

Providing a strategic exposure platform that attracts buyer attention and builds brand awareness.

- NEW Product Pavilion
- Official SNS PR
- Product Showcase
- Newspaper PR

### Tailored Brand Marketing

Creating an environment that strengthens brand focus, highlights differentiated value and drives purchasing decisions.

- Marketing Stage
- Event Program
- Special Pavilion

### BIZ-Matching

Designed with a focus on real purchasing needs, it helps you achieve your sales goals efficiently.

Targeted Biz Matching with domestic & int'l buyers supported by dedicated scheduling, meeting lounges and interpretation services. Comprehensive support for business consultations, including scheduling management, dedicated meeting spaces, and professional interpretation services

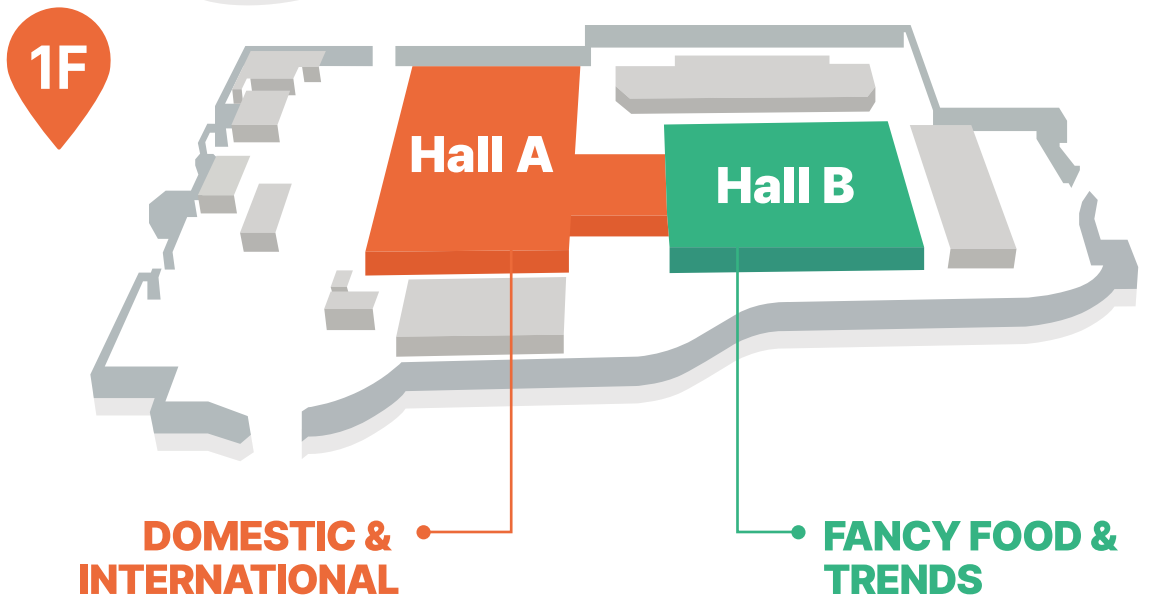
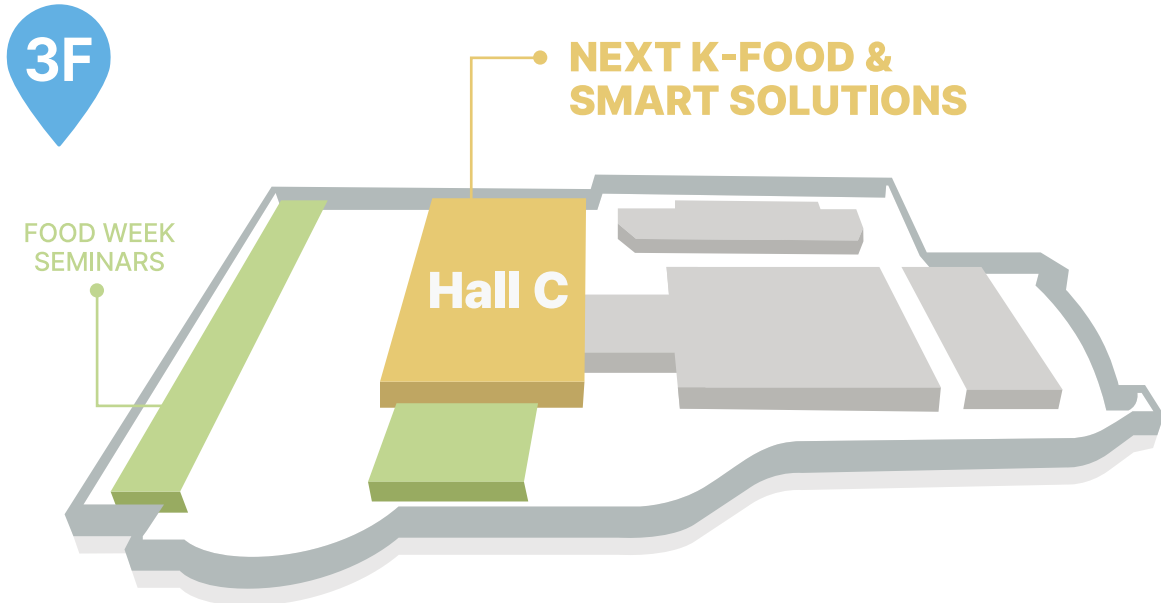
#### Overseas Exhibitor BIZ-Matching

- 4.5 Meetings per Exhibitor
- Total Meeting Amount: USD 10.95 Million

#### Global Big Buyer Zone

- 2.3 Meetings per Exhibitor
- Total Meeting Amount: USD 12.24 Million





\*The above floor plan is subject to change.

## Hall A

### DOMESTIC & INTERNATIONAL

A Global Food Pavilion showcasing a wide array of domestic and international food products from around 30 countries.



- Processed Foods
- Instant Foods & HMR
- Frozen/Refrigerated Foods
- Fruits/Vegetables/Grains
- Meat/Poultry/Seafood
- Organic Food
- Sauces & Seasonings
- Health Functional Food
- Wellness Food
- Functional Food
- Food Ingredients & Additives
- Food-related Organizations
- International Foods
- Int'l Food Organizations

## Hall B

### FANCY FOOD & TRENDS

A Fancy Food Pavilion featuring premium food brands, including desserts, bakeries, wines, and liquors, along with a diverse selection of gourmet and specialty foods



- Bakery
- Dessert
- Snacks
- Dairy Products
- Beverages
- Wine & Liquor
- Gourmet
- Specialty Food
- Premium Ingredients
- Smart Kitchen Appliances
- Tableware
- Culinary Lifestyle

## Hall C

### NEXT K-FOOD & SMART SOLUTIONS

A future-focused pavilion next-generation K-FOOD with global competitiveness, alongside smart foodservice solutions leading AI-powered food technologies and automation systems.



- Global Ready K-FOOD**
- K-Convenience/Processed Foods
- K-Snacks/Beverages/Sauces
- K-Functional Foods
- K-Traditional/Fermented Foods
- K-Alternative/Novel Food
- Smart Cooking Systems
- Commercial Kitchen Equipment
- Table Service Solution
- Smart Food Factories
- Smart Logistics & Distribution
- Food Fulfillment

## The PLATZ

### EXPORT & TRADE

A business platform connecting Korean food companies with overseas buyers. It offers 1:1 business meetings, onsite consultations, and online buyer matchmaking. The Platz serves as a hub for global business expansion and export support.





# Hall A

# DOMESTIC & INTERNATIONAL

## Show Layout



## DOMESTIC & INTERNATIONAL FOOD

### GENERAL FOOD

Processed Food | Convenience Food | HMR | Frozen Food  
Well-being & Health Food | Sauces & Seasonings | Food Ingredients

### LOCAL FOOD

Local Produce | Meat & Poultry | Seafood | Dairy Products  
Organic Food | Traditional Food | Local Pavilion

### INTERNATIONAL PAVILION

International Processed Food | International Health Food  
International Sauces & Seasonings | International Snacks  
International Beverages | National Pavilion

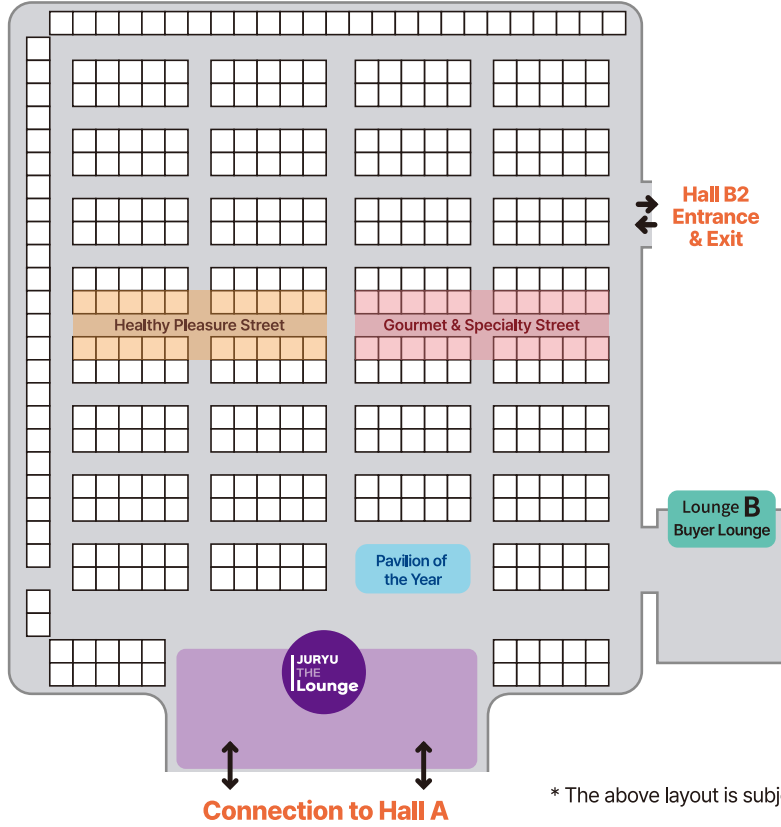
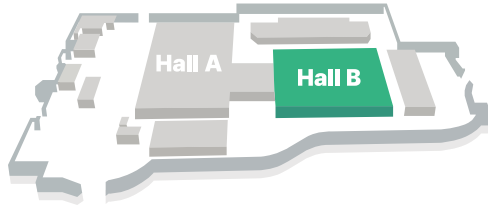




# Hall B

# FANCY FOOD & TRENDS

# Show Layout



\* The above layout is subject to change

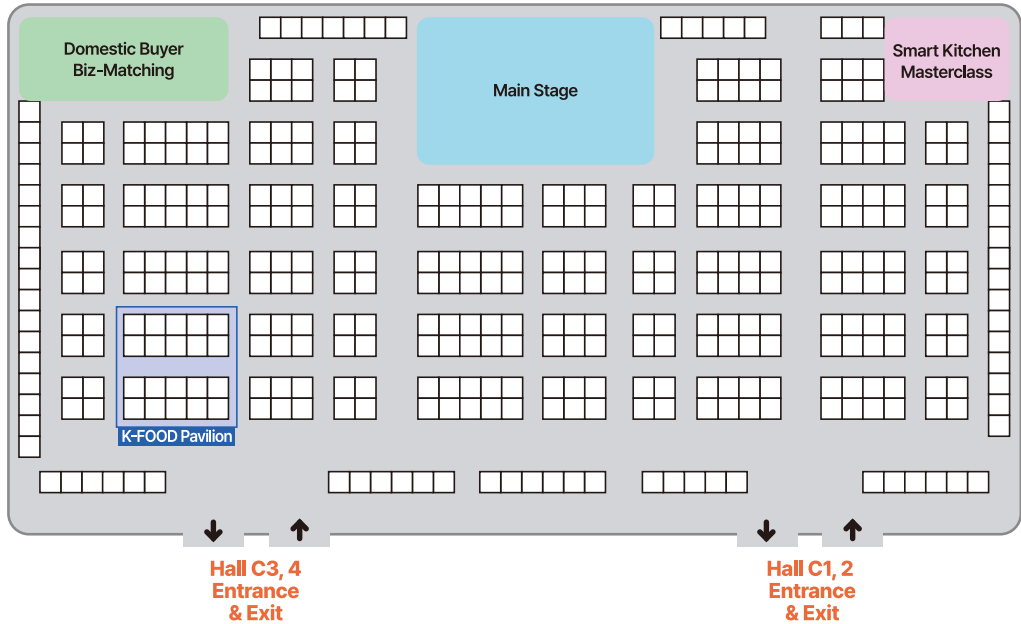
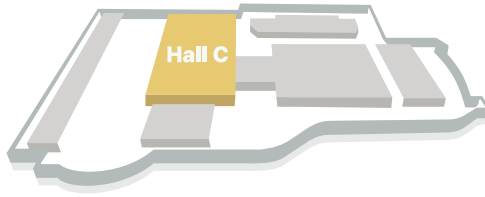
## FANCY FOOD & TRENDS

<b>Desserts &amp; Snacks</b>	Desserts   Bakery Products   Snacks   Ice Cream   Coffee & Tea Other Beverages   Traditional Sweets   Regional Specialty Snacks
<b>Wine &amp; Spirits</b>	Wine   Whiskey   Beer   Craft Beer   Traditional Liquor   Sparkling Drinks RTD (Ready-to-Drink)   Low-alcohol Drinks   Liquor Accessories
<b>Gourmet &amp; Specialties</b>	Dairy Products   Traditional Sauces, Oils & Vinegars   Premium Condiments Premium Meat & Seafood   Gourmet Ingredients   Gourmet Gift Sets
<b>Smart Home Kitchen</b>	Smart Cooking Appliances   Smart Kitchenware   Kitchen Tech Tableware   Cookware   Culinary Lifestyle





# Show Layout



\* The above layout is subject to change

## NEXT K-FOOD & SMART SOLUTIONS

### NEXT K-FOOD

#### Next-Generation Korean Food for Global Markets

K-Convenience & Processed Foods | K-Snacks & Beverages  
K-Sauces & Seasonings | K-Traditional & Fermented Foods etc.

### HORECA Solutions

Foodservice & Catering Automation Equipment | Commercial Kitchen Machinery & Equipment | Commercial Kitchen Tools & Supplies  
Bulk Food Ingredients | Home Meal Replacement (HMR) Solutions  
Showcases & Display Fixtures | Hygiene & Safety & Security Equipment

### AI-Food Tech

Food Manufacturing & Processing Equipment | Food Packaging Equipment  
Smart Factory Solutions | Smart Logistics & Distribution  
Smart Agriculture | Food Fulfillment Solutions  
Food Safety & Hygiene & QC Solutions | Data Solutions





2025 신제품 특별관  
**THE NEX**  
New Product Showcase

A circular table with a white base and a yellow top. It displays several red and white packaged food items, including what appears to be instant noodle cups and snack bags. A white sign is also present on the table.

A large, curved counter with a yellow top and white base. It features a variety of food products, including small packets, boxes, and cans. A white sign is visible on the counter. People are gathered around the counter, examining the products.

# EXPANDED Business Program



## Overseas Exhibitor BIZ-Matching

1:1 listing meetings with buyers for channel expansion in Korea (Department stores & Supermarkets / CVS / Home Shopping / F&B Franchises / Social Commerce / E-commerce / Live Commerce / Quick Delivery / Vending).

- Dates: Nov 4 – 6, 2026 (3 days)
- Format: 1:1 meetings between buyers and exhibitors

### [Past Buyers]



## Global Big Buyer Zone

Arrangement of 1:1 export meetings with major buyers from Asia, America, and Europe... to support overseas market entry for leading Korean F&B companies.

On-site interpretation services provided to ensure successful meetings — the starting point for global expansion.

- Dates: Nov 4 – 6, 2026 (3 days)
- Format: 1:1 meetings between global big buyers and exhibitors (interpretation supported)

### [2025 Big Buyer Countries]

US, France, Brazil, Japan, Vietnam, New Zealand, Thailand, Malaysia



# PRODUCT Showcase Program



## Product Showcase Program 2026

### THE NEXT :

#### New Product Showcase

A dedicated exhibition space exclusively for new products launched in 2026  
An opportunity to showcase your products beyond your booth.

### Ready To Eat Korean Food :

#### K-Convenience Food Showcase

A specialized showcase of Ready-to-Eat (RTE) and K-Convenience Food products, offering insights into how Korean food brands are adapting fully prepared foods for global retail and foodservice markets.

[Free of Charge] [Participation Inquiries: Contact Secretariat]



FOOD WEEK  
JURY  
THE LOUNGE



### Pavilion of the Year

A highly-recommended pavilion offering premium & specialty food made with qualified ingredients. Discover trending food categories and leading brands of the year through tasting and interactive experiences.

\*Pavilion of 2025: House of Sauce



### Healthy Pleasure Street

A space showcasing innovative and diverse healthy diet products that reflect the "Healthy Pleasure" trend, seeking not only wellness but also taste. Experience a pleasant food lifestyle and a new diet culture where taste is never compromised.

### Gourmet & Specialty Street

A highly-recommended pavilion offering premium & specialty food made with qualified ingredients. Explore curated gourmet products and emerging specialty food trends in one place.



### The Ultimate Local Market

# 4 Day

An exclusive pavilion bringing together regional specialties from across Korea, offering a curated showcase of diverse local products in one place. Meet authentic taste of each region brings to this pavilion in Food Week Korea 2026.

### JURYU THE Lounge

A special pavilion introducing diverse Alcoholic & non-alcoholic products – from wine, whisky, cocktails, beers to traditional liquors, RTD bar-related offerings.

\*The above images are for reference purposes only. Design of the special pavilion is subject to change.

# Conference



## Korea Food Outlook 2027

This international conference analyzes major consumption trends and market dynamics in the global and domestic food industry. Experts from global F&B consulting, retail, and academia are invited to share insights and outlooks on the future of food.

- Date** November 4 (Wed) – 5 (Thu), 2026 (2 days)
- Venue** Conference Room 401, Coex
- Scale** Apprx. 400 attendees (F&B professionals, media, press, etc.)

## K-Food Tech Conference 2026

This conference explores the future of the food industry through cutting-edge food tech innovation. Topics include sustainability, smart kitchen technologies, and the growing role of AI and robotics in culinary systems.

- Date** November 4 (Wed) – 6 (Fri), 2026 (3 days, TBD)
- Venue** Main Stage, Hall C, Coex
- Scale** Apprx. 150 attendees (F&B professionals, media, press, etc.)



## Food Week Seminar 2026

Hosted in collaboration with various institutions, Food Week Korea presents a wide range of seminars covering both current and emerging issues from food distribution to marketing strategy. The sessions offer valuable platforms for networking and knowledge exchange between exhibitors and visitors.

### [Main Themes]

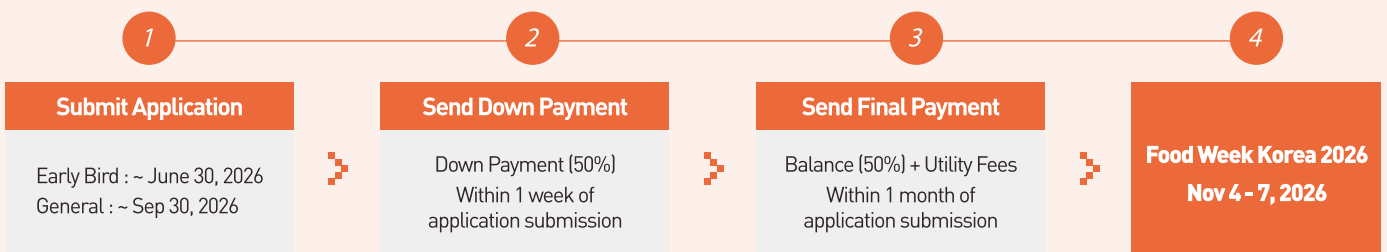
Cold Chain Solution, Food Safety, Food Tech Standardization, Halal/Vegan Certification, Food Trends Worldwide

# How to apply for Food Week Korea 2026?



<b>Dates</b>	November 4 – 7, 2026
<b>Venue</b>	Coex Hall A, B, C, The Platz   Seoul, South Korea
<b>Organizer</b>	Coex, Ministry of Agriculture, Food and Rural Affairs
<b>Items</b>	<p>[ Food &amp; Beverage ]</p> <p>Processed Food, Convenience Food, Fresh Food, International Food, Seasonings, Sauces, Food Ingredients, Desserts &amp; Bakery, Snacks, Beverages, Wine &amp; Liquor, Gourmet, Specialty Foods, Vegan, Alternative Food, Functional Food</p> <p>[ HORECA Solution ]</p> <p>Commercial Kitchen Equipment, Kitchen Tools &amp; Utensils, Tableware, Table Service Solution, Bulk Food Ingredients</p> <p>[ Food Technology &amp; AI ]</p> <p>Food Manufacturing &amp; Processing Equipment, Food Packaging Equipment, Smart Kitchen Appliance, Smart Food Factories, Smart Logistics &amp; Distribution, Smart Farm, Green-bio Food</p>
<b>Certifications</b>	<p>UFI(The Global Association of the Exhibition Industry)</p> <p>AKEI (Association of Korea Exhibition Industry)</p>

## 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)	<p>Minimum units two or more booths</p> <p>* Exhibitors must use one of the Coex official subcontractors to design and construct their own booth</p>	<p>Booth Signage Company name &amp; Booth No.</p> <p>Flooring Needle punch carpet</p> <p>Furniture 1 information desk and 1 chair</p> <p>Lighting Standard lighting &amp; 1 Power outlet</p>	<p>Booth Signage Company name &amp; Booth No.</p> <p>Flooring Needle punch carpet</p> <p>Furniture 1 information desk and 1 chair</p> <p>Lighting Standard lighting &amp; 1 Power outlet</p>
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, 2026

## How to register

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

Food Week Korea Secretariat T. +82-2-6000-8164/1115 E. foodweekkorea@outlook.com W. www.foodweek.co.kr



# Photo Gallery





# FOOD WEEK KOREA 2026

## FOOD WEEK KOREA 2026 Secretariat

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