



C **COFFEE**
EXPO SEOUL

BLEND THE WORLD
2026. 04. 15 (Wed) - 18 (Sat)

X










B KOREA INTERNATIONAL
BAKERY
FAIR

BAKE THE WORLD
2026. 04. 16 (Thu) - 19 (Sun)

2026 SHOW REPORT

CONTENTS

SHOW OVERVIEW	Show Overview	3 p
	Hall Composition	6 p
	Booth Layout	7 p
SURVEY	Fact Sheet	9 p
	Visitor/Buyer Survey	11 p
	Exhibitor Survey	13 p
PROGRAM	Exhibitor List	16 p
	Competition/Seminar	22 p
	Overseas B2B Program	23 p
	SPECIAL PAVILION	27 p
	COFFEE	
	ROASTERS CLUB 	
	TEA HOUSE CLUB 	
	GLOBAL COFFEE	
	STREET 	
	BAKERY	
	House of PATISSIER 	
	House of DESSERT 	
	Floury Rice Pop-up Store	
	Korea&Japan Top Bakery Hall	
	Jungnammi Myunggwa x Bread Barbarshop	
LOUNGE	BUYER LOUNGE 	38 p
	COFFEE	
	COFFEE&CULTURE 	
	BAKERY	
	KIBA DISPLAY	
MARKETING	Overseas Marketing	44 p
	Media PR	46 p
	Magazine AD	47 p
	XPACE AD	48 p
	Relavant SNS Channels	49 p
	Newsletter	57 p

SHOW OVERVIEW

Show Overview

Hall Composition

Booth Layout

Show Overview

Title	Coffee Expo Seoul 2026
Date	April 15(Wed) - 18(Sat), 2026 (4days)
Time	Weekday 10:00 - 18:00 (Last Entry 17:00) Weekend 10:00 - 17:00 (Last Entry 16:00)
Venue	Coex Hall A & B (1F), Seoul, Korea
Organizer	Coex, Korea Coffee Association
Scale	Exhibitor: 737 booths, 259 companies/ Visitor : 41,443
Co-located	Korea International Bakery Fair 2026
Items	Machines & Equipment, Coffee & Beverage Ingredients, Desserts & Bakery, Kitchen Facilities & Machinery, Living & Kitchenware, Packaging & Containers, Store Interior & Furniture, In-store IT Solutions, Eco-friendly Solutions
Theme	BLEND THE WORLD
Composition	Guest Country 2026: VIETNAM ROASTERS CLUB with BRITA TEA HOUSE CLUB Global Coffee Street Coffee & Culture with smcc Coffee Talk Concert Cupping Connect
Channel	Website : coffeexpo.co.kr Instagram : @coffeexpo_seoul

Show Overview

Title	Korea International Bakery Fair 2026
Date	April 16(Thu) - 19(Sun), 2026 (4 days)
Time	Weekday 10:00 - 18:00 (Last Entry 17:00) Weekend 10:00 - 17:00 (Last Entry 16:00)
Venue	Coex Hall D (3F), Seoul, Korea
Host	Coex, Korean Master Bakers Association, Korea Bakery Association
Scale	Exhibitor: 272 Booths 98 Companies / Visitors : 32,857
Co-located	Coffee Expo Seoul 2026
Item	Bakery Machinery, Commercial Bakery & Dessert Products, Frozen Dough & Bakery Mixes, Bakery Ingredients, Bakery Tools/Supplies, Bakery Packaging, Store & Kitchen Equipment
Theme	BAKE THE WORLD
Composition	House of PATISSIER House of DESSERT Floury Rice Pop-up Store Korea & Japan Top Bakery Hall Jungnammi Myung-Gwa x Bread Barbershop KIBA DISPLAY
Channels	Website : bakery-show.com Instagram : @coexbakery

Hall Composition

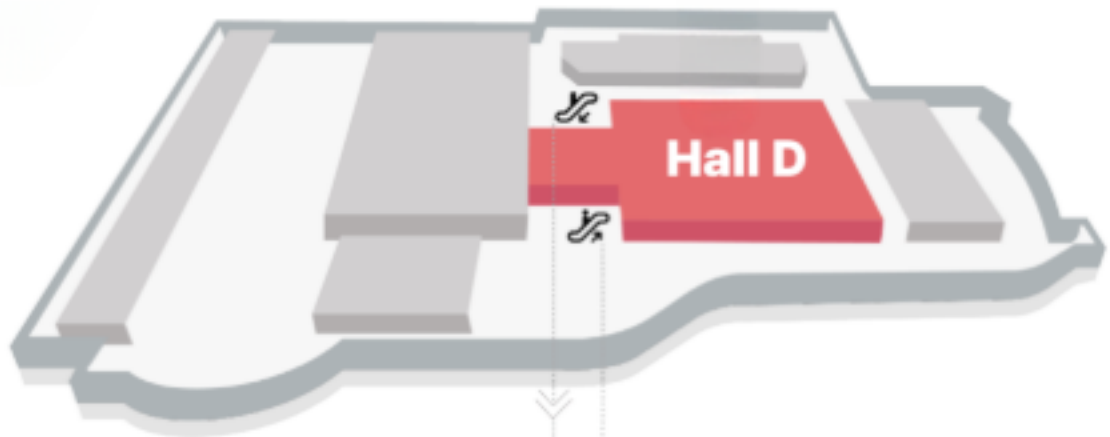
3F



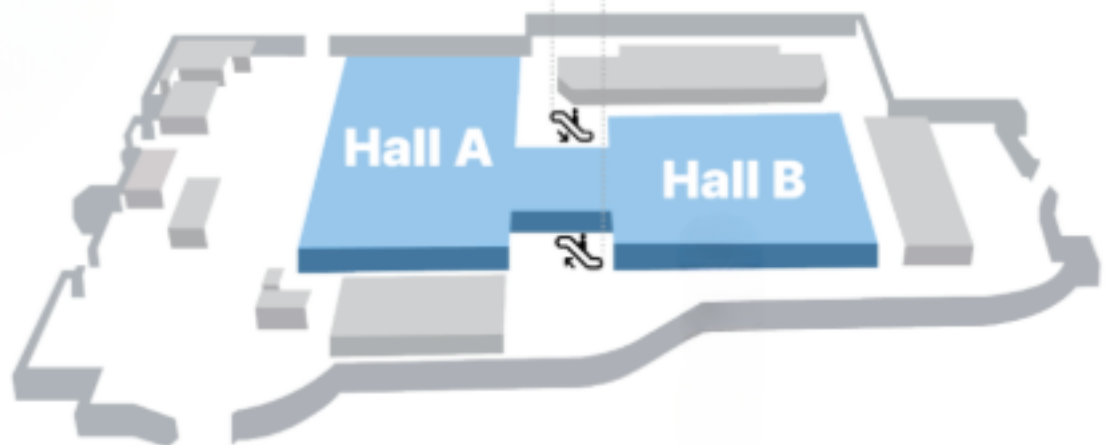
Hall D

BAKERY EXHIBITION
HOUSE OF PATISSIER
HOUSE OF DESSERT

KIBA DISPLAY
PATISSIER ARENA
BOULANGERIE ARENA



1F



Hall A

COFFEE EXHIBITION
GUEST COUNTRY
GLOBAL COFFEE STREET
BUYER LOUNGE
COFFEE&CULTURE

Hall B

COFFEE EXHIBITION
COFFEE TALK CONCERT
CUPPING CONNECT
ROASTERS CLUB
TEAHOUSE CLUB

Booth Layout



Hall A

부스배치도
Floor Plan

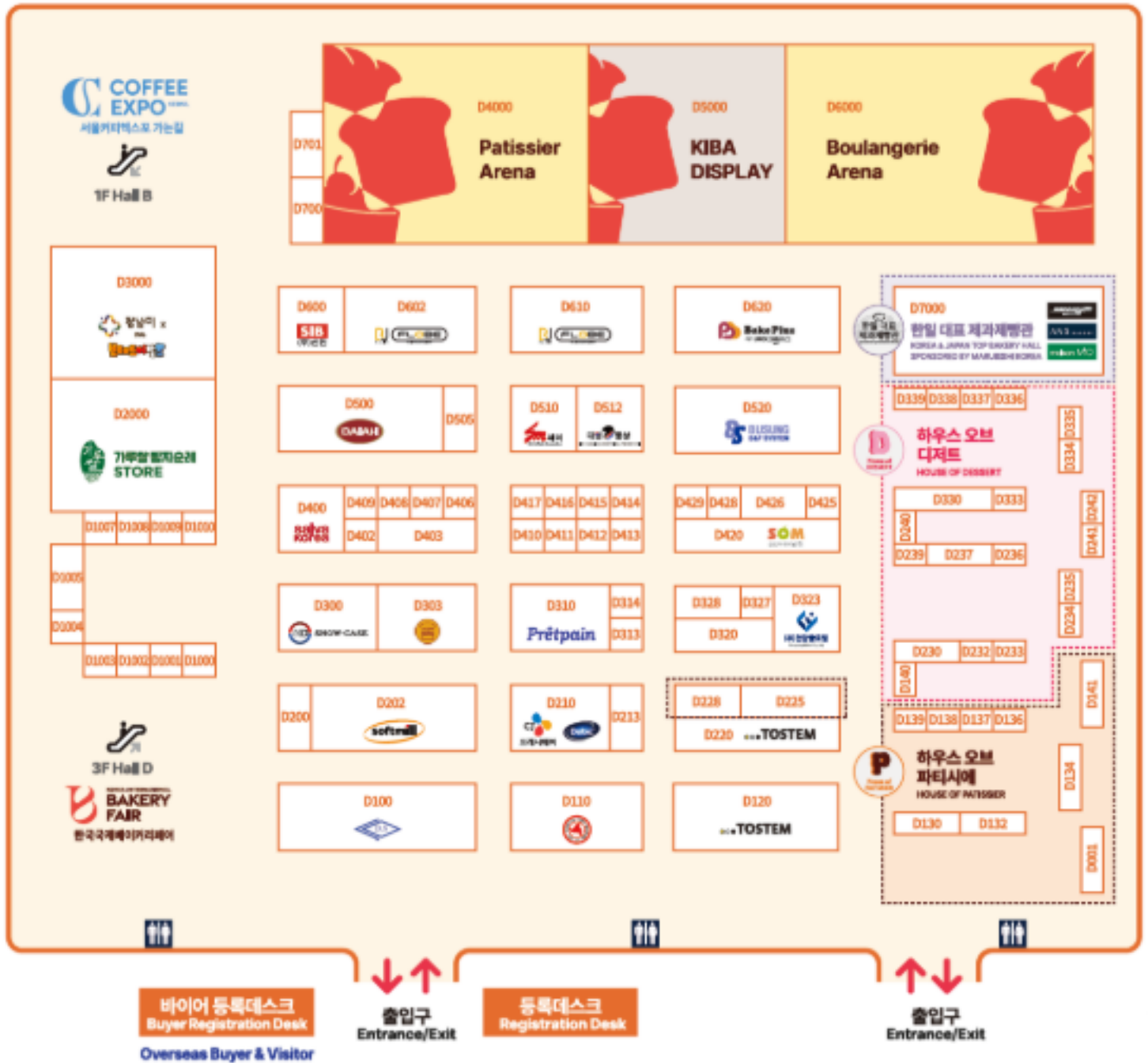


Booth Layout



KOREA INTERNATIONAL BAKERY FAIR 2026

Hall D





SURVEY

Fact Sheet

Buyer/Visitor Survey

Exhibitor Survey

FACT SHEET

* Calculated together with Coffee Expo & Bakery Fair.

EXHIBITOR



Number of Exhibiting Countries

10
Countries



Number of Exhibitors

357
Companies



Number of Booths

1,009
Booths

VISITOR



Number of Visitor Countries

93
Countries

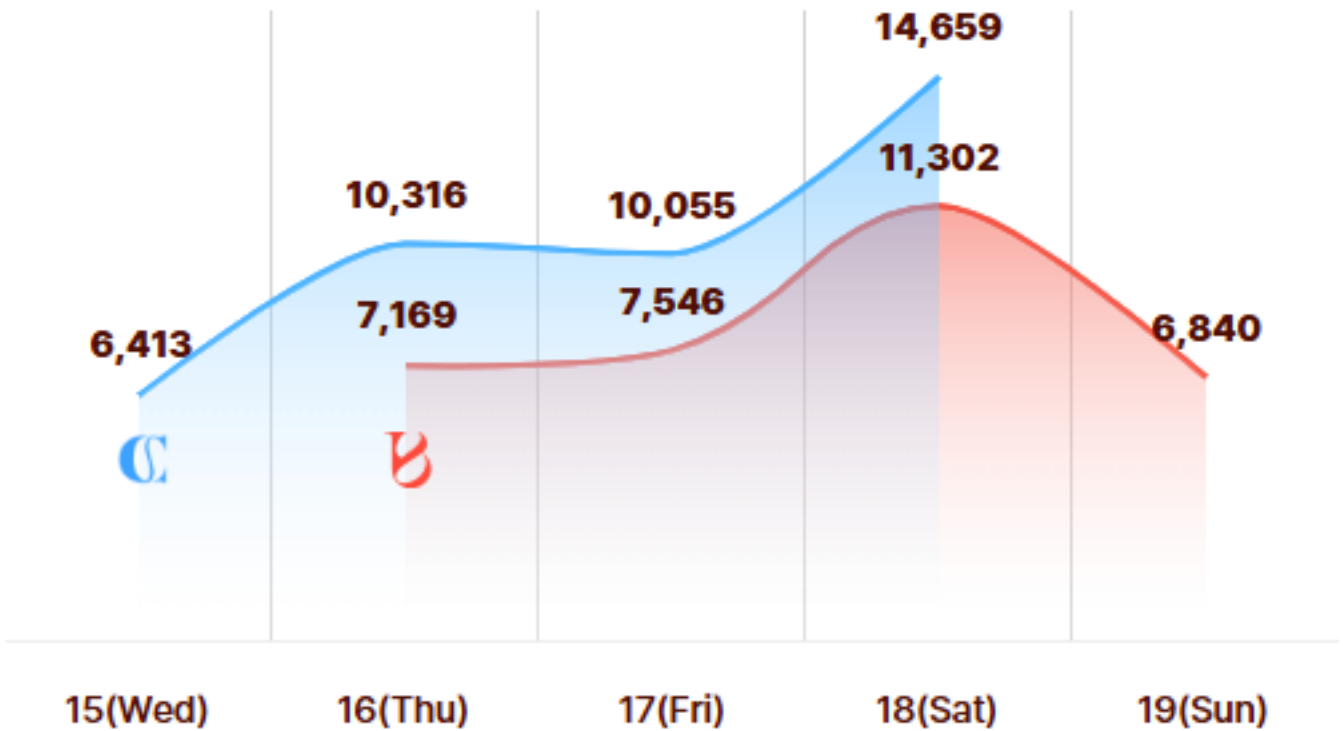


Number of Visitors

74,300
Visitors

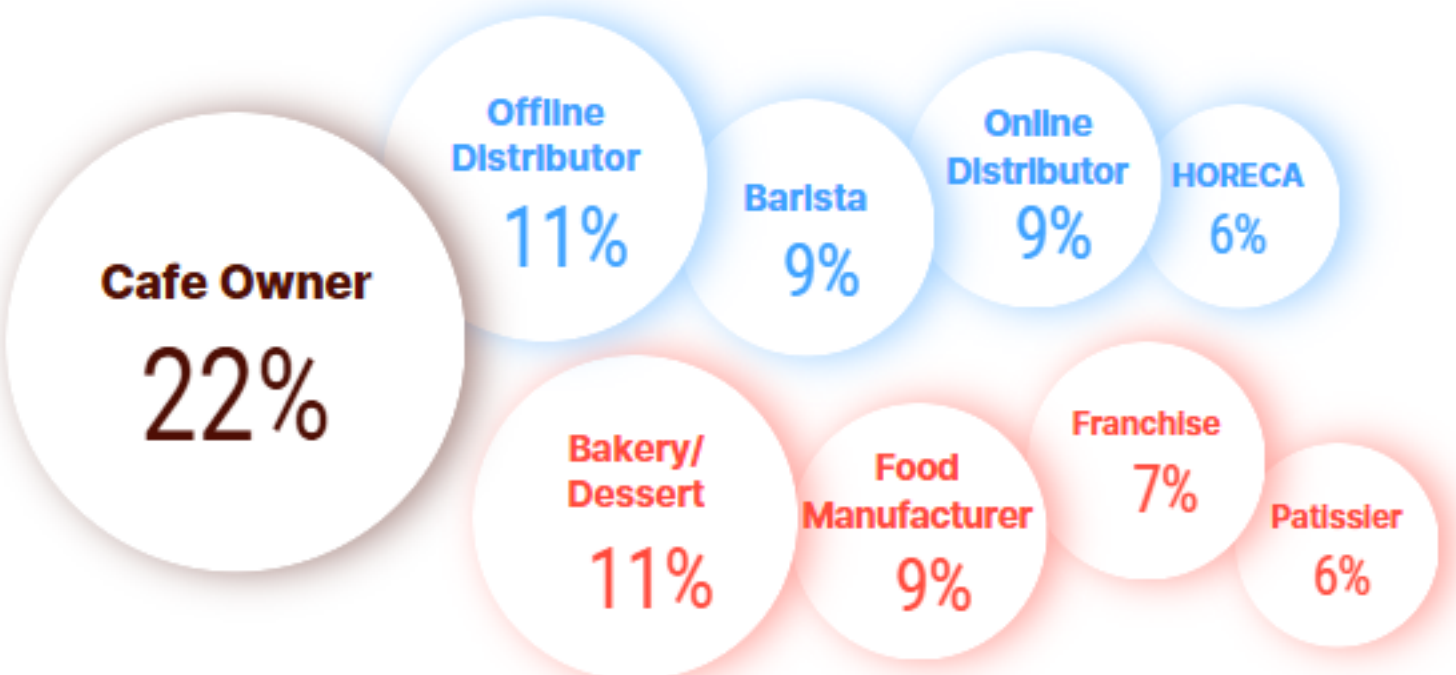
Buyer/Visitor Survey

Daily Visitor Trends



- Coffee Expo Seoul 2026 **41,443**
- Korea International Bakery Fair 2026 **32,857**
- Total **74,300**

Buyer Classification



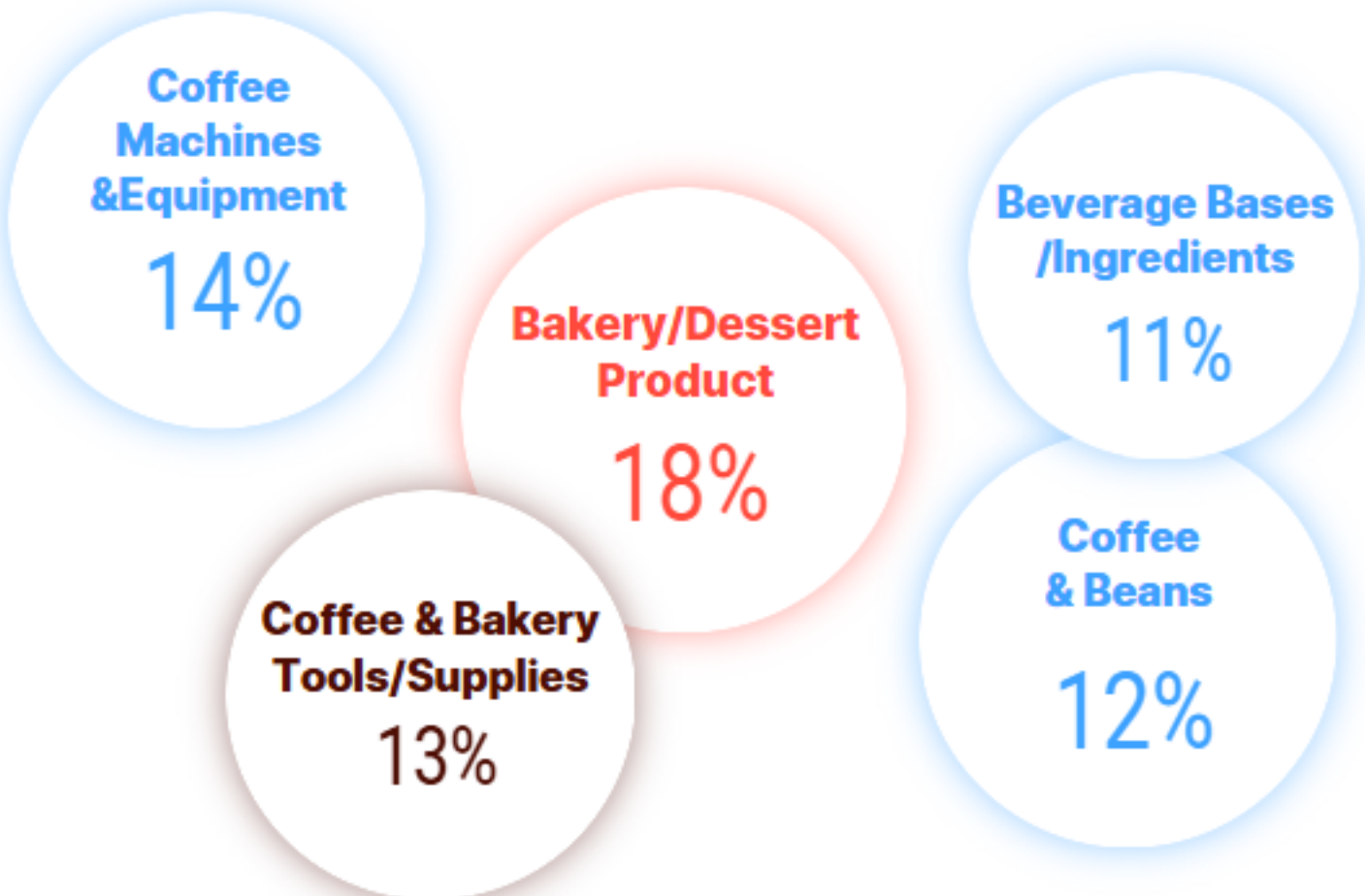
Buyer/Visitor Survey

* Calculated together with Coffee Expo & Bakery Fair.

Purpose of Buyer Visit

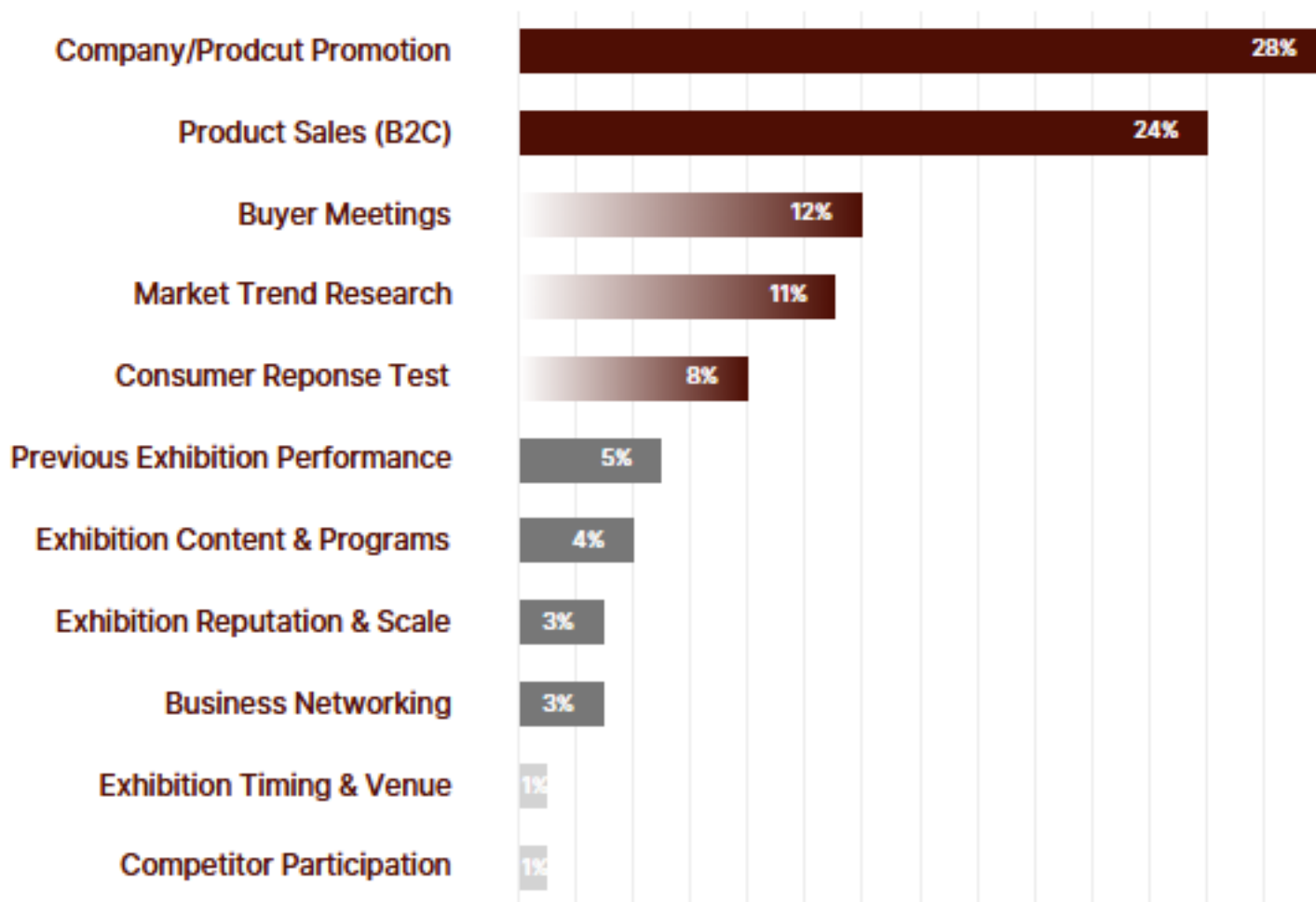


Top 5 Product Categories of Interest

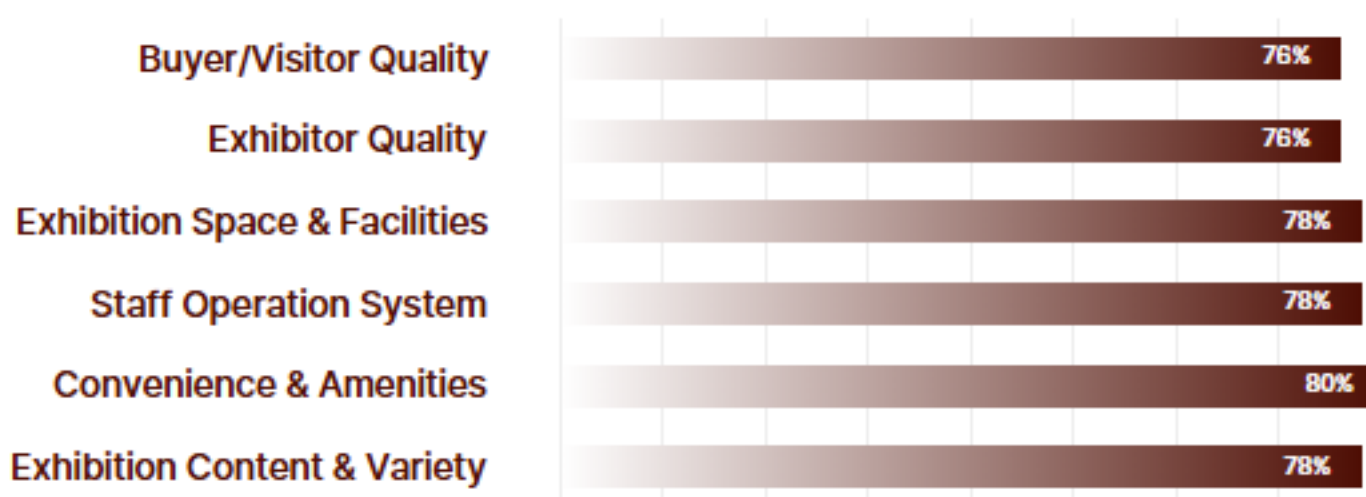


Exhibitor Category

Participation Purpose



Satisfaction Compared to Similar Exhibitions



Exhibitor Survey

Intention to Reparticipate

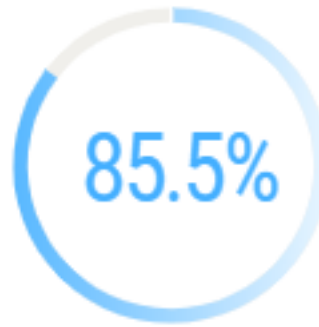


Coffee Expo
Seoul



Korea International
Bakery Fair

Overall Satisfaction



Coffee Expo
Seoul



Korea International
Bakery Fair

Reasons for Reparticipation Interest

Organizer
Expertise
28%

Event Timing
12%

Buyer Quality
33%

Event Venue
20%

Participation Fee
3%



PROGRAM

Exhibitor List

Competition/Seminar

Overseas B2B Program

SPECIAL PAVILION

COFFEE

ROASTERS CLUB

TEAHOUSE CLUB

Global Coffee Street

BAKERY

House of Patisserie

House of Dessert

Floury Rice Pop-up Store

Korea & Japan Top Bakery Hall

Jungnammi Myung-Gwa

x Bread Barbershop

Booth No.	Company Name	Booth No.	Company Name
Hall A		A560	Hoshizaki Korea
A004	Aquabest	A904	Hotel & Restaurant Magazine / Korea Hotel Show
A520	ASPEN KOREA CO.,LTD	A515	HRS Co., Ltd
A546	ATBH	A460	HUROM
A131	Blueberry Roasters	A240,A340	HYUNGKUK F&B
A550	BLUENIX	A740	ICETRO
A310	Cellplus	A132	IDO PACKAGE
A833	cheese & dessert	A730	IMEXTECH CORP. LTD.
A760	COFFEE EXPO VIETNAM 2026	A250	IMPART(BEZZERA KOREA)
A650	COFFEE MACHINE PACKAGE	A655	Juno Coffee Co.,Ltd.
A834	coffeandtea	A133	KABER Inc.
A825	DAEWON GSI.,CO.LTD	A204	KAISER ICE MAKER
A500	DAMDA	A220	KALDI COFFEE LAB INC
A635	DASOM KOREA Co.Ltd	A112	Korea Agency of HACCP Accreditation and Services
A609	DOLPHIN Co.,Ltd.	A630	KOREA CORONA
A700	EC PLUS & ENP FURNITURE	A620	KOREANAKAJO
A605	EDMS	A400	Kunming Vast Horizon Trading Co., Ltd.
A222, A320	EIDEN Co., Ltd.	A100	KURL SNOW ICECREAM MACHINE
A330	ELROCIO ESPRESSO MACHINE	A210	Kuvings
A020	F&G KOREA Co.Ltd	A900	KWANG MYUNG IND.CO.,LTD.
A820	FACTORY66	A710	LEGEND Coffee Co., Ltd.
A402	First N Co	A431	Lesweet Co., Ltd.
A600	FROMWATER	A412	LIGHTREE
A010	GELATUTTO CO.,LTD.	A012	made by Fressko
A530	Giesen Korea Co.,Ltd.	A201	MAGNET COFFEE BRUSH
A510	GreenTree	A823	Matjjang
A420	HANA TRADING CO.,LTD		
A664	HANATRADING		
A110	HD&TEK		

Booth No.	Company Name	Booth No.	Company Name
A440, A540	Millennium Co., Ltd.	A909	VICOK
A430	MONIN	A202	Vidastech Inc.
A906	NEOT Co.Ltd	A507	WARING COMMERCIAL WAFFLE MAKER
A720	NICE COLOUR X FMK X GRAINSALT	A152	WIDMIL
A140	NICEKOREA INC.	A360	WONINTER SYSTEM,INC.
A911	noava/orekoko	A504	woojung
A658	NobleTree Co.,Ltd	A810	Wooripos X Smartro
A615	Pickbake Co. Ltd	A830	WOOSHIN F-A&T Co., Ltd.
A750	PINSAMI	A762	World Winners of Coffee
A910	POSEION	A130	yunseo company
A625	Proaster -Taehwan Automation ind	A840	Zumex Korea
A001	RAMI COFFEE	Hall B	
A230	RAMIE F&B	B607	57chae
A401	RAMIU	B227	99dorage
A150	REDDOT COMPANY	B240	Adena Coffee x ST International x BLC Coffee
A403	RIWOO FAMILY Co.,Ltd	B512	AJOAH Co., Ltd
A914	ROSSIPOSSESS CO., LTD.	B500	ALL DAY TEA Co., Ltd
A645	SAEKYUNG	B230	altdif
A160, A260	SAMI Corporation Ltd.	B540	AMY : THE ORIGIN PROJECT
A640	SO INC.	B244	AND COFFEE / NILE BEAN
A120	SOM International Co.,Ltd	B536	ARCHILAB
A200	SULDAWON Traditional Herbal Tea	B700	AURA COFFEE
A226	Sunshine,Utimes	B132	BAKE DUBU
A832	sunyang's naturalrism	B342	Beanspace Coffee & Decaf Korea
A350, A450	SWEETCUP x Maison Routin 1883	B220	BINGSYOU - Microwave Bingsu(Shaved ice)
A102	SYSCALL / NTTworks	B424	BLISSTO
A660	TURBO AIR INC.		
A800	TVS (The Village Shop)		

Booth No.	Company Name
B546	BLUPINO
B152	BossaNova CoffeeRoasters
B350	BRITA
B340	BUJA ROASTER
B330	BUYKING COMPANY
B003	Cafe24
B130	CCONLAB / MAMKUT
B320	Chaeun Bestec
B223	COBI BREAD
B440	COFFEA x BENCHTIME
B602	Coffee Critics Association
B530	Coffee N Do Co.,Ltd
B552	COFFEELABS ROASTERY
B110	Corner Cake Studio
B202	D Bridge Co., Ltd.
B226	DAEJIN CORPORATION
B300, B400	DAESANG Dives Co.,Ltd
B254	De Ballon
B001	Dooree Co.Ltd
B210	EKA Korea, Belle Boulangerie, Accept Coffee
B612	ESSENCER
B550	Euros Coffee Roasters
B224	Feel recipe
B542	FIKA WORKSHOP
B556	GABE SIGNATURE FACTORY
B535	GOOD INTERNATIONAL
B611	gorong_lab

Booth No.	Company Name
B010	GROWGLOW
B236	GSC Milk and Foods
B553	H COFFEE ROASTERS
B609	HANKOOK COFFEE CO., LTD.
B601	Health Beverage Co., Ltd.
B007	HELLENIC WINE
B702	HITCH COFFEE
B554	HOCUS POCUS ROASTERS
B232	IFOODNET CO., LTD
B537	Italy's No.1 Moscato
B200	Itsso Slimtissue
B150	JAYEON TRADING
B100	Jiri Mountain's native ginger extract made by a master
B613	KAFFEE WELLMADE
B524	KKOKDAM
B610	Korean traditional tea
B555	kunes brewing spot
B140	LEESAR Inc.
B430	LOFTSHOP
B703	LongBeach coffee & bread
B510	LOOKOURTEA Co.,Ltd
B515	MAGIC STRAWBERRY
B435	Malzkaffee
B231	mediprotech
B420	MHW-3BOMBER
B505	MINES
B425	MTPAK KOREA
B121	Nanumbakery

Booth No.	Company Name	Booth No.	Company Name
B122	NATA O BICA	B112	The Catcher of Rye bread
B250	NEXTBIO CO.,LTD.	B120	The Dutch cheese&more
B002	OATSIDE	B252	The Machine Company
B701	OGU	B534	Tinge of Soul
B111	OLAVE KOREA Since 2012	B255	Tongue And Bean
B256	ON ROASTERY	B423	UNISTORE
B526	OVUM Co.Ltd	B310, B410	VERAKOREA CO.,LTD
B543	PADONG roastery	B547	WorldWine Vini Coffee
B012	PAREA	B234	YEJUTECH.CO.LTD
B433	Pbfit	B604	YESKOREA
B113	Perello	B525	younwoo greentea & tea
B545	PILGRIM COFFEE	B005	Zero Potatochip (Meta-Fresh)
B257	PULOOT NARIN Locally grown herbal tea	TEAHOUSE CLUB	
B551	QUESTBEAN	T102	Flower Tea_HANULBARAGI
B544	REINDEER COFFEE	T200	GLIMPIECE
B237	RISOM BREAD	T104	LENTE
B600	ROYAL ORCHARD/ALLMUTTER/HYETO INC.	T106	Magpie&Tiger
B245	RUBIA COFFEE	T201	myo.cha
B102	SAMJOO T&B	T103	nosty
B520	SEOHEUNG DESIGN PACK	T109	ONCE, TIME OFF
B011	SIGNATURE ROASTERS	T100	ONEUN
B243	sinsancoffee	T108	refresh.lab
B434	S-LOCK CO, LTD	T202	SAMWOLHWANG NONCOFFEEBAR
B608	Sorishop Co.Ltd	T101	slown
B450	Stronghold Robotics	T203	SSANGGYE
B432	SUJAK COMPANY	T107	TEA PALETTE
B522	TEA KOREA CO., LTD. (AKBAR)	T105	tscent by teahouse hada
B532	TEAFFERENCE		

Booth No.	Company Name	Booth No.	Company Name
ROASTERS CLUB		R307	TIMT (THINGS I MADE TODAY)
R206	aery	R301	VALUTO COFFEE ROASTERS
R304	CAFE SOLUTION	R305	Young & Daughters
R203	COFFEE MONTAGE	Global Coffee Street	
R106	COFFEE SPELL	A1006	Brewman Tokyo
R100	DEEPDIVE	A1008	ETOMOIRI COFFEE
R201	FIVEBREWING	A1004	Ignis
R202	FOYER ROASTERS	A1003	Imagine Coffee
R108	Ginoskocoffee	A1001	LABOREMUS
R306	HAPPYBEANS	A1005	RAW SUGAR ROAST
R303	HEBE COFFEE	A1009	RED POISON
R204	HEI CHARLIE	A1007	SHINKIROU COFFEE 蜚氣樓珈琲
R107	HWA ROASTERS	A1000	SLOTH COFFEE ROASTERS
R105	IDENTITY COFFEE LAB	A1002	VITAMIN COFFEE
R308	JUNTO COFFEE ROASTERS	Guest Country 2026: VIETNAM	
R209	KEEPTHAT	A300	VIETNAM COFFEE COCOA ASSOCIATION
R309	KIHEI	A300	INTIMEX GROUP
R207	LEEPARK	A300	L'AMANT INTERNATIONAL CORPORATION
R300	N5RM	A300	SIMEXCO DAKLAK
R102	NEGAI	A300	TRUNG NGUYÊN LEGEND
R104	ONE DO IT ROASTERS	A300	VIETNAM NATIONAL COFFEE CORPORATION
R310	PPEOLDABANG		
R302	PREPPYCOFFEELAB		
R101	PROTOKOLL		
R200	REDPLANT		
R109	SNUG ROASTERY		
R208	STEAMERS		
R205	T.O.CH COFFEE		

Booth No.	Company Name
D1005	ATHENS FOODS CO. LTD
D426	B&C World Co.,Ltd. / The Monthly Patisserie
D620	BAKEPLUS
D412	Bakery Avenue
D213	bakingMON
D403	BARLON TRADING CO.LTD (KIMHILL Bakery Machine)
D1008	bbangji-sullae
D520	BUSUNG B&F SYSTEM CO.,LTD.
D323	Chunyang Global Co., Ltd.
D210	CJ Freshway & DEBIC
D100	D.S ENG CO.,LTD.
D202	Daehung Softmill Co., Ltd.
D110	DAEHYUN FOOD MACHINE CO.,LTD
D512	DAEYUNG TRADING
D500	DAIAH COMMERCIAL CO., LTD.
D1001	Dole Specialty Ingredients (DSI)
D428	EXPO MONGOLIA
D410	Farm-Made Yogurt, Milkstorage
D1004	GUSTO ETNA
D409	Hebei Haodong Biological Technology Co.,Ltd
D1002	JANGINSONGIL
D505	JEESUNG B&C
D3000	Jungnammi Myunggua X Bread Barbershop
D1003	KFME
D413	Korea JS SYSTECH.,CO.LTD
D425	KOREA SEVENCASLE TRADE
D313	Le Cordon Bleu
D408	Matdorr

D1010	MOMO'S KITCHEN
D414	mondee
D407	Mondiaal
D700	Monthly Bakery / ABCD
D1005	Mr. Cheese's House
D406	NATURALWAVE
D300	ND SHOW-CASE
D411	OHWORLD
D327	Onego Bio
D417	Premium Beantobar Chocolate SsabongChocolate
D602, D610	RAJIN FLOBE
D200	SAEROMFOOD
D400	SALVA KOREA
D510	SAMI Corporation, Ltd
D310	samyang corporation
D320	Sancheong Flour Mill
D303	SANNENG BAKEWARE CORPORATION
D328	Seoul Food Industrial Co.,Ltd
D420	SOM International Co.,Ltd
D1009	SUGARTICO
D600	SUN-IN
D429	TAEGANG MELALEUCA CLEANER
D1000	TANDIR HOUSE
D120, D220	TOSTEM Co., LTD.
D1007	Toufayan Bakeries USA
D314	Trueman Logistics & Merchandising Co., Ltd.
D415	Wanna Eat Co., LTD.
D701	WOORIPOS
D402	Zhifu Food (Baoding) Co., Ltd.

Booth No.	Company Name
House of Patisier	
D228	DOKIL' BAKERY
D137	DOTORI JEOMBBANG
D132	Gardenia Inc.
D130	GREENHOUSE
D136	NEULSOMDANG
D134	ONUL DESSERT
D225	Pièce Montée Bakery
D138	RYOO JAE EUN BAKERY
D141	SANQIAO & JRP CORP.
D139	YOONSCOTTI
D001	黄油堂 - 上海 -
House of Dessert	
D339	5E Life Korea Co., Ltd.
D234	Anpone
D338	arari egg
D236	BLANCCHOUX
D242	charvetier
D334	COSTCOFFEE MILKTEA
D232	COLD BREW No.1
D336	Corner Cake Studio
D230	DEMIAN
D240	Dongin F&C
D337	Gangneung Chodang Soft tofu gelato
D239	JOONIE COOKIE Handmade Dessert
D330	Kkomaroo handmade jerky
D237	MANOAHCOMPANY
D233	MEMELT

D335	Meringue Cookie, ARIGAMSUNG
D235	Nutty brookies
D339	seonaessine
D333	SILK HONEY
D140	Sudamsuje Oranda
Korea & Japan Top Bakery Hall	
D7000	ANS BAKERY
	maison M'O
	Marubishi Korea
Floury Rice Pop-up STORE	
D2000	Bread SEVEN
	café GRAZ
	Haru Bakery
	Kim Tae Min Fermented Rice Bread
	Sejongmyungga
	T Rice Bakery
	Vanuatu Bakery



COFFEE EXPO SEOUL

	4/15 WED	4/16 THU	4/17 FRI	4/18 SAT
COFFEE TALK CONCERT	Consumer K-Coffee Awards	A Smart One-Liner for Your Café	Surviving as a Roaster in the AI Era	How Cafés Are Chosen and Remembered
	Vietnam Coffee Awards	Specialty for Everyone, Brand Strategy of MOMOS COFFEE	Coffee Trends 2026	Dessert: Not an Option, but Survival
	The Path of K-Coffee	KANU, Everyday Coffee in Life	Scoop the Future	Beyond Barista: Beverage R&D Strategy
	Understanding Central American Coffee Terroir		Home Brewing: Why Is It Never Quite Right?	
CUPPING CONNECT	Understanding Coffee Terroir	Decaf Coffee Processing & Flavor	The Journey of Specialty Decaf Geisha	Sustainable Coffee & Origin Stories
	Coffee Fermentation & Aroma Mechanisms			

KOREA INTERNATIONAL BAKERY FAIR

	4/16 THU	4/17 FRI	4/18 SAT	4/19 SUN
PATISSIER ARENA	The 10th Bakery Idea Contest Using Domestic Wheat	Elle&Vire Professional Summer Recipe Seminar – Maxime Maniez	The 17th Healthy Bread Sandwich Contest	KIBA 2026 Awards
		The 8th Brunch (Cooking Bread) Contest	The 17th Student Rice Cake Making Contest	
BOULANGERIE ARENA	2026 Floury Rice Bakery Menu Evaluation	2026 Korea Master Bakers Team Championship	2026 Korea Master Bakers Team Championship Awards	2026 LESCURE Galette Competition

Overseas B2B Program

Embassy & Trade Promotion Organization Invitation

Coffee Expo Seoul Invitation Letter



KIBA Invitation Letter



UAE, Thailand, Italy, Spain, Greece, France and Brazil, etc.

Total 31 missions / 26 countries visit

Business Matching with Trade Promotion Organizations

Arranged meetings between embassy trade officers and export-ready Korean exhibitors

Product categories: syrups, coffee machines, bakery ingredients, and bakery equipment



PROGRAM

Buyer Delegation & Industry Tour Program

27 representatives from Mongolia SME Promotion Center 18 Mongolian companies



*Oven Machine Industry Visit

*Bakery Recipe Industry Visit

GUEST COUNTRY 2026: VIETNAM



A special pavilion to meet strong taste,
global enjoyment of Vietnam Coffee

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Hall A

Scale | 10 booths from 5 companies

Organizer | Embassy of Vietnam in Korea

Vietnam Coffee & Cocoa Association (VICOFA)

G7 Coffee

ITG Coffee

L'AMANT Café

SIMEXCO DAKLAK

G7 Coffee



Special Programs

Ribbon-cutting ceremony, invited barista cupping session, coffee tasting event



ROASTERS CLUB with BRITA



A dedicated zone showcasing leading specialty coffee roasteries from across Korea

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Hall B

Scale | 30 booths from 30 companies

DEEPDIVE

deepdive
into coffee

R100

PROTOKOLL

PROTOKOLL

R101

NEGAI

*
NEGAI

R102

ONE DO IT ROASTERS



R104

IDENTITY COFFEE LAB

IDENTITY COFFEE LAB
Clean Clear Essence
Since 2008

R105

COFFEE SPELL



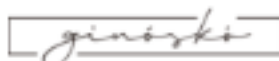
R106

HWA ROASTERS



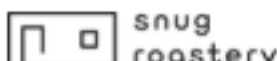
R107

Ginoskocoffee



R108

SNUG ROASTERY



R109

REDPLANT



R200

FIVEBREWING



R201

FOYER ROASTERS

FOYER ROASTERS

R202

COFFEE MONTAGE



R203

HEI CHARLIE



R204

T.O.CH COFFEE

T.O.CH COFFEE

R205

aery



R206

LEEPARK

LEEPARK

R207

STEAMERS



R208

KEEPTHAT



R209

N5RM

N5RM

R300

VALUTO COFFEE ROASTERS



R301

PREPPYCOFFEELAB



R302

HEBE COFFEE



R303

CAFE SOLUTION



R304

Young & Daughters



R305

HAPPYBEANS



R306

TIMT THINGS I MADE TODAY.



R307

JUNTO COFFEE ROASTERS



R308

KIHEI



R309

PPEOLDABANG



R310



TEA HOUSE CLUB



A relaxing spot where harmonious blends of tea, flowers, and fruits can be enjoyed

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Hall B

Scale | 14 booths from 14 companies

ONEUN



T100

slown



T101

Flower Tea
-HANULBARAGI



T102

nosty



T103

LENTE



T104

tscent by teahouse hada



T105

Magpie&Tiger



T106

TEA PALETTE



T107

refresh.lab



T108

ONCE, TIME OFF



T109

GLIMPIECE



T200

myo.cha



T201

SAMWOLHWANG
NONCOFFEEBAR



T202

SSANGGYE



T203



GLOBAL COFFEE STREET



A trendy spot featuring renowned coffee roasters from around the world

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Hall B

Scale | 10 booths from 10 companies

SLOTH COFFEE



A1000

LABOREMUS



A1001

VITAMIN COFFEE



A1002

IMAGINE COFFEE



A1003

IGNIS



A1004

RAW SUGAR ROAST



A1005

BREWMAN TOKYO



A1006

SHINKIROU COFFEE



A1007

ETOMOIRI COFFEE



A1008

RED POISON



A1009



House of PATISSIER



House of PATISSIER

A special pavilion featuring trendy bakery brands from Korea

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Hall D

Scale | 19 booths from 11 companies

GREEN HOUSE



D130

Gardenia Inc.



D132

ONUL DESSERT



D134

NEULSOMDANG



D136

DOTORI JEOMBANG



D137

RYOO JAE EUN BAKERY YOONSCOTTI



D138

YOONSCOTTI

VEGAN - GLUTEN FREE - NO ARTIFICIAL

D139

SANQIAO & JRP CORP. Pièce Montée Bakery



D141



D225

DOKIL' BAKERY



D228

HUANG YOU TANG - SHANGHAI

황유당상해

D001



House of DESSERT



House of DESSERT

An experiential dessert space showcasing diverse brands, taste, visuals and the latest trends

Date | April 16(Thu) - April 19(Sun), 2026

Venue | Coex Hall D

Scale | 30 booths from 30 companies

Sudamsuje



D140

DEMIAN



D230

FLYING DUTCH



D232

MEMELT



D233

Anpone



D234

Nutty brookies



D235

BLANCCHOUX



D236

MANOAHCOMPANY



D237

JOONIE COOKIE
Handmade Dessert



D239

Dongin F&C



D240

seonaessine



D241

charvetier



D242

SILK HONEY



D333

COSTCOFFEE MILKTEA



D334

ARIGAMSUNG



D335

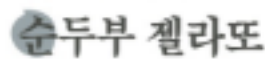
Corner Cake Studio



D336

Gangneung Chodang
Soft Tofu Gelato

1927 경품초당



D337

arari egg



D338

5E Lire Korea Co., Ltd.



D339

Kkomaroo
handmade jerky



D330



Floury Rice Pop-up Store



A pop-up pavillion presenting rice-based bakery with diverse flavors, experiences, and trends

Date | April 16(Thu) - April 19(Sun), 2026

Venue | Coex Hall D, D2000

Scale | 15 booths from 7 companies

café GRAZ



Kim Tae Min
Fermented Rice Bread



Vanuatu Bakery



Bread SEVEN



Sejongmungga



T RICE BAKERY



Haru Bakery



Korea & Japan Top Bakery Hall

sponsored by Marubishi Korea

한일대표 제과제빵관

A special pavilion featuring premium bakery and desserts by Korea and Japanese artisans

Date | April 16(Thu) - April 19(Sun), 2026

Venue | Coex Hall D, D7000

Scale | 14 booths from 3 companies

ANS Bakery

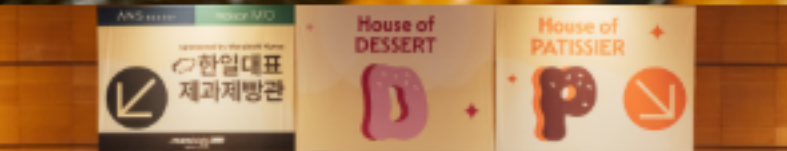


marubishi Korea



Maison M'O





Jungnammi Myung-gwa x Bread Barbershop



A special pavilion featuring Korea rice desserts by Jungnammi Myung-Gwa (est.1986) with Bread Barbershop

Date | April 16(Thu) - April 19(Sun), 2026

Venue | Coex Hall D, D3000



LOUNGE

BUYER LOUNGE
COFFEE & CULTURE
KIBA DISPLAY



Coffee & Bakery Buyer Lounge



Integrated Buyer Lounge of Coffee Expo Seoul & KIBA

Date | April 15(Wed) - April 19(Sun), 2026

Venue | Coex Hall A

SOM International Co., Ltd

HYUNGKUK F&B

Cellplus

SSC Milk and Foods

KABER Inc.



Kuvings

TOSTEM Co., LTD.

BRITA

MAGNET COFFEE BRUSH

RAMI COFFEE



ATBH

MONIN

Toufayan Bakeries USA

AJOAH Co., Ltd.

Hotel & Restaurant Magazine



ONEUN

TEAFFERENCE

ALL DAY TEA Co., Ltd.

PULOOTNARIN Locally grown herbal tea



TEAFFERENCE



COFFEE & CULTURE with smcc



A community to enjoy various events with SMCC (Seoul Morning Coffee Club)

Date | April 15(Wed) - April 18(Sat), 2026

Venue | Coex Swing Space Between Hall A & B

smcc



KIBA DISPLAY

KIBA's signature spot featuring around 200 craft works



Date | April 16(Thu) - April 19(Sun), 2026

Venue | Coex Hall D, D5000

Items | General Bread, Specialty Bread, European Bread, Butter Cake, Marzipan Cake, Nuts and Cookies, Bonbons, Sugar Art, Chocolate Art, Bread Art, Sugar Craft





MARKETING

Overseas Marketing

Media PR

Magazine AD

XPACE AD

Relavant SNS Channels

Official SNS Channel

Newsletter

Overseas Marketing

◆ Due to space limitations, only some examples are included.

COFFEE - Instagram

Total 13K followers

@coffeeexpo_seoul



Guest Country Promotion



Overseas Exhibitor Intro



COFFEE - LinkedIn

Total 572K views

Coffee Expo Seoul
2026 (15-18)

◆ BUYER LOUNGE BENEFIT | Coffee Expo Seoul 2026

◆ Date: April 15 (Wed) - 18 (Sat)

If you're a coffee or foodservice professional, unlock exclusive buyer perks at Korea's leading coffee exhibition.

- ◆ Buyer Exclusive Benefits
 - ✓ FREE admission for all 4 days
 - ✓ Access to the Buyer Lounge
 - ✓ Discover featured brands & products
 - ✓ Receive a complimentary gift bag (limited daily)
- ◆ FREE ENTRY | ALL DAYS | BUYER ONLY

Register now and connect with the next wave of coffee business opportunities in Seoul.

- ◆ Coffee Expo Seoul 2026
 - ◆ Apr 15 (Wed) - Apr 18 (Sat), 2026
 - ◆ Coex Hall A, B & D
- ◆ 10:00-11:00 (Last entry 17:00)
- ◆ See 10:00-17:00 (Last entry 16:00)

◆ Apply via the Buyer Pre-Registration link in our profile

10% bags are available in limited quantities per day and will no longer be provided once supplies are exhausted.

문의 02-4

Coffee Expo Seoul
2026 (15-18)

◆ BUID THE WORLD, SAZE THE WORLD - 1
Two industries, one destination - meet the global coffee and bakery markets in Seoul.

- ◆ Coffee Expo Seoul 2026
 - ◆ Apr 15 (Wed) - Apr 18 (Sat)
 - ◆ Coex Hall A, B & D
- ◆ Korea International Bakery Fair 2026
 - ◆ Apr 16 (Thu) - Apr 19 (Sun)
 - ◆ Coex Hall D
- ◆ Co-located for maximum synergy

Explore trends, discover innovations, and connect with professionals across both coffee and bakery sectors.

- ◆ Bakery Fair ticket holders receive FREE access to Coffee Expo Seoul (except Apr 18)

Join us this April at Coex, Seoul - where coffee and bakery come together.

E: coffeeexpo@cofhook.com
T: +82-800-2094/1115
W: www.coffeeexpo.co.kr

문의 02-4

Coffee Expo Seoul
2026 (15-18)

◆ Where Coffee Meets Bakery

This April, Coffee Expo Seoul 2026 and the Korea International Bakery Fair come together at Coex.

- ◆ Free Entry for Foreign Buyers & Visitors
Simply present your passport at the registration desk for complimentary access.
- ◆ One Ticket, Two Exhibitions
Enjoy both Coffee Expo Seoul 2026 and the Korea International Bakery Fair with a single ticket!
Valid from April 16 to April 18
- ◆ How to Book
Visit our website, click the ticket reservation button, and complete your booking.
- ◆ Coffee Expo Seoul 2026
 - ◆ April 15 (Wed) - April 18 (Sat) | 4 days
 - ◆ Coex Hall A, B & D (1F)
 - ◆ Apr 15-17: 10:00-18:00 (Last entry 17:00)
 - ◆ Apr 18: 10:00-17:00 (Last entry 16:00)
- ◆ Korea International Bakery Fair
 - ◆ April 16 (Thu) - April 19 (Sun) | 4 days
 - ◆ Coex Hall D (2F)
 - ◆ Apr 16-17: 10:00-18:00 (Last entry 17:00)
 - ◆ Apr 18-19: 10:00-17:00 (Last entry 16:00)

See you this April at Coex!

#CoffeeExpoSeoul
#CoffeeExpoSeoul2026
#Coex
#CoffeeIndustry
#SpecialtyCoffee
#BakeryIndustry
#FoodandBeverage
#FoodShow
#Exhibition
#SmallEvents

문의 02-4

BUYER LOUNGE BENEFIT

BUYER EXCLUSIVE

Coffee Expo Seoul 2026 X Korea International Bakery Fair 2026

BUYER REGISTRATION

April 15 (Wed) - 18 (Sat) | Coex Hall A, B & D

Click on the link below to register, show your feedback, and receive gift bag.

(Availability limited to tickets per day and will no longer be provided once exhausted.)

Buyer & Visitor Pre-Registration OPEN!

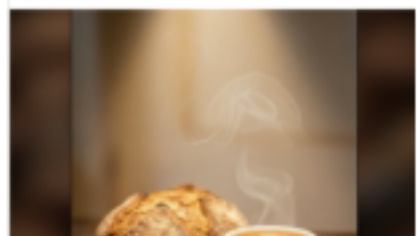
Register for FREE!

COFFEE EXPO SEOUL 2026

Korea INT Bakery Fair 2026

Date: Apr 15 (Wed) - 18 (Sat), 2026
Venue: Coex Hall A&B
Trade: B2B/Corporate, Ho/Res/Lev
Organizer: Coex, Korea Coffee Association

Date: Apr 16 (Thu) - 19 (Sun), 2026
Venue: Coex Hall D
Trade: B2B/Corporate, Ho/Res/Lev, Wholesale of Appliances, Food and Food Safety
Organizer: Coex, Korea Bakery Association, Korea Home Bakery Association



Overseas Marketing

◆ Due to space limitations, only some examples are included.

BAKERY - Instagram

7,507 followers

Buyer Pre-Registration Open

Korea Int'l Bakery Fair 2026
BUYER Pre-Registration OPEN!
 Feb 2 - Apr 14(8pm), 2026
Register for FREE!

Target Audience
 Industry professionals & Aspiring business founders

Benefits

- Free admission for all four days of the event.
- Access to [Coffee Expo Seoul](#) is also included.

Terms
 Buyer registration closes after pre-registration.

Korea Int'l Bakery Fair 2026

KIBA 2026 Show Guide

Korea Int'l Bakery Fair 2026 SHOW GUIDE
Register for FREE!

Overseas Exhibition Intro

Korea International Bakery Fair 2026 FLOOR PLAN OPEN
CHECK OUT FLOOR PLAN 2026!
www.bakery-show.co.kr

BAKERY - LinkedIn

Total 23K views

Korea International Bakery Fair
 217K views · 17:55 · 🌐

BLIND THE WORLD, BAKE THE WORLD - 1
 Two industries, one destination — meet the global coffee and bakery markets in Seoul.

📍 Korea International Bakery Fair 2026

📅 Apr 15 (Thu) – Apr 19 (Sun)
 📍 Coex Hall D

📍 Coffee Expo Seoul 2026

📅 Apr 15 (Wed) – Apr 18 (Sat)
 📍 Coex Hall A & B

👉 Co-hosted for maximum synergy

Explore trends, discover innovations, and connect with professionals across both coffee and bakery sectors.

👉 Bakery fair ticket holders receive FREE access to Coffee Expo Seoul (Guests Apr 18)

Join us this April at Coex, Seoul — where coffee and bakery come together.

📧 ibakeryfair@outlook.com
 T: +82-6033-8794/1115
 W: www.bakery-show.com

👁️ 2.4K

Korea International Bakery Fair
 217K views · 17:55 · 🌐

👉 Where Bakery Meets Coffee

This April, Korea International Bakery Fair 2026 takes the spotlight alongside Coffee Expo Seoul 2026 at Coex!

👉 Free Entry for Foreign Visitors
 Simply present your passport at the registration desk for complimentary access.

👉 One Ticket, Two Exhibitions
 Explore the Korea International Bakery Fair together with Coffee Expo Seoul 2026 — all with one ticket!
 (Valid from April 16 to April 18)

👉 How to Book
 Visit our website, click the ticket reservation button, and complete your booking.

📍 Korea International Bakery Fair

- April 16 (Thu) – April 19 (Sun) | 4 days
- Coex, Hall D (1F)
- Apr 16-17: 10:00-18:00 (Last entry 17:00)
- Apr 18-19: 10:00-17:00 (Last entry 16:00)

📍 Coffee Expo Seoul 2026

- April 15 (Wed) – April 18 (Sat) | 4 days
- Coex, Hall A & B (1F)
- Apr 15-17: 10:00-18:00 (Last entry 17:00)
- Apr 18: 10:00-17:00 (Last entry 16:00)

Discover the latest in bakery trends, ingredients, equipment, and innovation this April at Coex!

[#KoreaInternationalBakeryFair](https://www.internationalbakeryfair.com)
[#BakeryFair](https://www.bakery-show.com)
[#BakeryIndustry](https://www.bakery-show.com)
[#BakeryBusiness](https://www.bakery-show.com)
[#CoffeeExpoSeoul2026](https://www.bakery-show.com)
[#KoreaFoodExpoSeoul](https://www.bakery-show.com)
[#IBakeryFair](https://www.bakery-show.com)
[#BakeryExhibition](https://www.bakery-show.com)
[#BakeryEvents](https://www.bakery-show.com)
[#CoffeeExpoSeoul](https://www.bakery-show.com)
[#IBFA2026](https://www.bakery-show.com)

👁️ 2.4K

Korea International Bakery Fair
 217K views · 17:55 · 🌐

👉 Coffee & Bakery Buyer Lounge 🍷

Coffee Expo Seoul meets the Korea International Bakery Fair

Discover 18 exhibitors at the newly launched integrated Buyer Lounge and don't miss out on exclusive first-comes, first-served giveaways 🎁

👉 Buyer Lounge: Hall A, B (1st floor) (1F/1D)

👉 Buyer registration of Coffee Expo Seoul runs until April 14, and the Korea International Bakery Fair runs until April 15.

👉 Pre-register as a Buyer for FREE admission throughout the show!
<https://lnkd.in/g/qr55mCg>

📍 Coffee Expo Seoul 2026

- Apr 15 (Wed) – Apr 18 (Sat), 2026
- Coex Hall A & B | Seoul, Korea
- 🕒 Weekdays 10:00-18:00 (Last entry 17:00)
- 🕒 Saturday 10:00-17:00 (Last entry 16:00)

📍 Korea International Bakery Fair 2026

- Apr 16 (Thu) – Apr 19 (Sun), 2026
- Coex Hall D | Seoul, Korea
- 🕒 Weekdays 10:00-18:00 (Last entry 17:00)
- 🕒 Weekend 10:00-17:00 (Last entry 16:00)

📍 Coffee Expo Seoul
www.coffeeexpo.co.kr
www.bakery-show.com

Korea International Bakery Fair
www.bakery-show.co.kr
www.bakery-show.com

[#KoreaInternationalBakeryFair](https://www.internationalbakeryfair.com)
[#BakeryFair](https://www.bakery-show.com)
[#BakeryIndustry](https://www.bakery-show.com)
[#BakeryBusiness](https://www.bakery-show.com)
[#FoodExpoSeoul](https://www.bakery-show.com)
[#KoreaFoodExpoSeoul](https://www.bakery-show.com)
[#IBakeryFair](https://www.bakery-show.com)
[#BakeryExhibition](https://www.bakery-show.com)
[#BakeryEvents](https://www.bakery-show.com)
[#CoffeeExpoSeoul](https://www.bakery-show.com)
[#IBFA2026](https://www.bakery-show.com)

👁️ 2.4K

Buyer & Visitor Pre-Registration OPEN!
Register for FREE!

COFFEE EXPO SEOUL 2026

Korea Int'l Bakery Fair 2026

Date	Apr 15(Wed) - 18(Sat), 2026	Date	Apr 16(Thu) - 19(Sun), 2026
Venue	Coex Hall A & B	Venue	Coex Hall D
Sub-Organizer	Coex Company, (Co) Borealis Korea Coffee Association	Sub-Organizer	Coex Company, (Co) Korea Ministry of Agriculture, Food and Rural Affairs
Organizer	Coex, Korea Bakery Association, Korea Bread Bakery Association	Organizer	Coex, Korea Bakery Association, Korea Bread Bakery Association

Korea Int'l Bakery Fair 2026 SHOW GUIDE
Register for FREE!

Korea International Bakery Fair 2026 FLOOR PLAN OPEN
CHECK OUT FLOOR PLAN 2026!
www.bakery-show.co.kr

Overseas Marketing

◆ Due to space limitations, only some examples are included.

Online Banner Advertisement

Foodexworld Online Banner AD



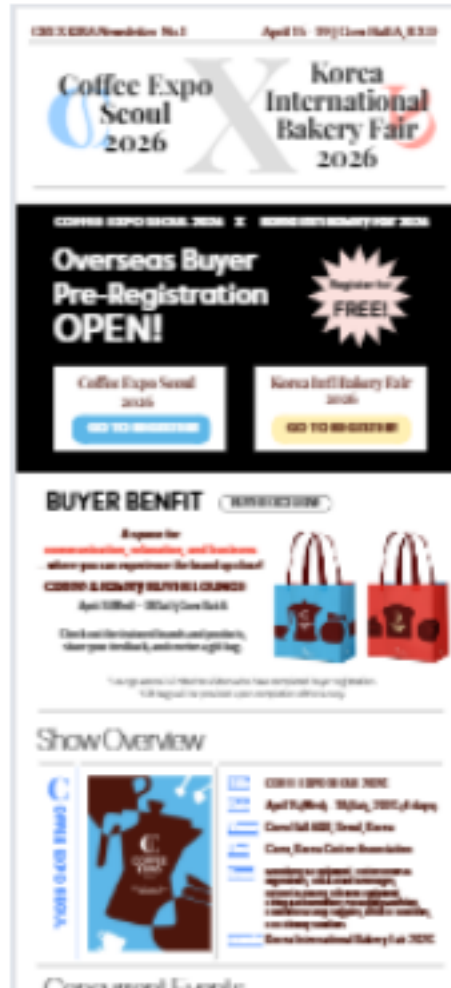
Cafeex (shanghai) Online Banner AD



COFFEE & BAKERY Newsletter

Total 3 times

Show Overview



Concurrent Program



Special Pavilion & Guest Country



Media PR

◆ Due to space limitations, only some examples are included.

COFFEE

Total 275 cases

Print: 13 cases



Online: 259 cases



Broadcast: 2 cases



BAKERY

Total 133 cases

Print: 9 cases



Online: 123 cases



Broadcast: 1 case



Magazine PR

◆ Due to space limitations, only some examples are included.

COFFEE

dripmagazine



COFFEE SPACE



coffeeandtea

coffeeandtea



브랜드 신제품 브랜드 굿콘 인터뷰 피피 피벤트 레시피 소브미



제본 —
2026 서울커피엑스포 부스마감 임박
 삼천리 제과공부 커피 전문 컨설팅 '2026 서울커피엑스포'가 오는 4월 15일(수)부터 18일(토)까지 서울 코엑스 전시장 A, B동에서 개최된다. 본 행사에는 코엑스와 (사)한국커피조합협회가 주최하며, 등기과 [...]

- ☆ 인기 트렌드**
- ☞ MZ세대, 카페 프랜차이즈 확대
 - ☞ 프리미엄 RTD 커피가 뜨고 있다
 - ☞ 대면판매, 커피교육이 늘었다
 - ☞ 커피전문점도 줄었다, 통계 마다 저마다
 - ☞ CRAI, IOCA 베트남대표 선정

BAKERY

HOTEL & RESTAURANT



Pâtissier Magazine



Monthly Bakery



Outdoor(XPACE) AD

Bridge



Square Bridge



Wide Bridge



Big Bridge



Edge Column



Relevant SNS AD

• Due to space limitations, only some examples are included.

COFFEE

Total 12 cases

@knewknew.official
(459K followers)
448K views 2.6K likes



@_tripgoing
(921K followers)
271K views 812 likes



@newsourcemag
(327K followers)
137K views 1.3K likes



BAKERY

Total 12 cases

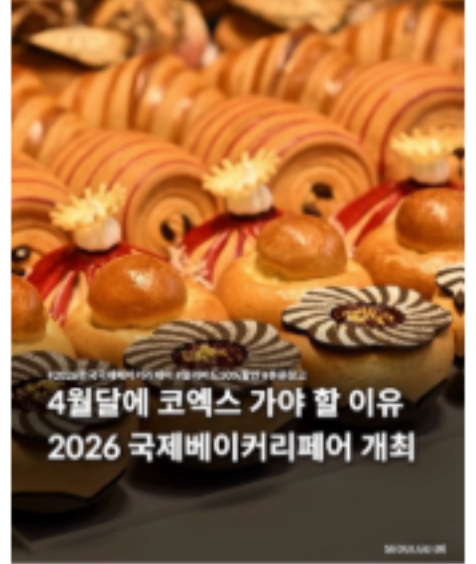
@_seoulhotplace
(706K followers)
7.4K likes 3.5K comments



@seoulhotple
(513K followers)
4.1likes 133 comments



@seoul_guide
(214K followers)
3.2K likes 1.1K comments



Relevant SNS AD

◆ Due to space limitations, only some examples are included.

Remember(App) AD



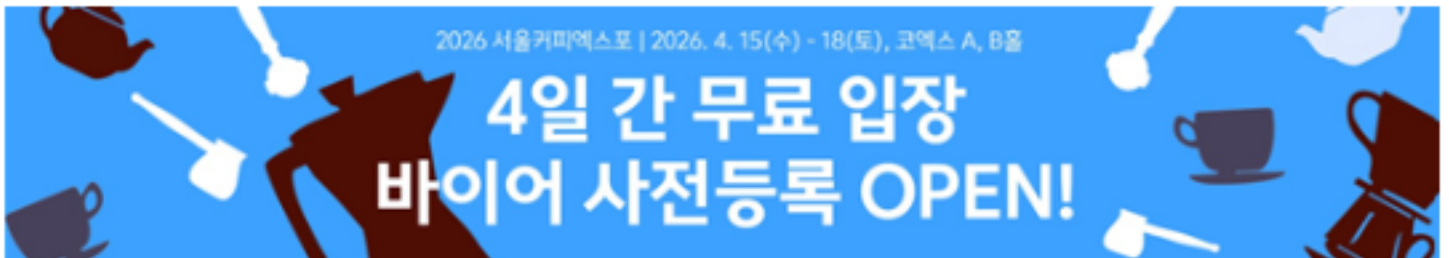
POP-UP PLUS Banner AD



AKEI Online Banner



Korea Cafe Owners Cooperative Naver Banner



@ooo.mag AD



Bread Barborshop Collaboration



Coex Official SNS Marketing

◆ Due to space limitations, only some examples are included.

COFFEE&BAKERY

Total 6 cases

Invitation Letter Distribution Event
Number of Participants: 750



한글이름 모자이크 2023의 재미 요소들
#한글이름모자이크2023 #한글이름



Special Pavilion Intro (Reels)
105K views



Invitation Letter Event (Post)
33K views



Careet Invitation Letter Distribution
255K views



Invitation Letter Intro (Reels)
14K views



Special Pavilion Intro (Post)
60K views



Coex Official SNS Marketing

• Due to space limitations, only some examples are included.

COFFEE

Total 4 cases

Kakao Ticket Promotion (Reels)
17K views



Ticket Promotion (KakaoTalk)
13K views



Coffee Expo Seoul Open (Reels)
42K views



Coex F&B Exhibition (Post)



Coex Exhibitions in April (Post)



KIBA 2026 Opening (Post)



Coex Official SNS Marketing

◆ Due to space limitations, only some examples are included.

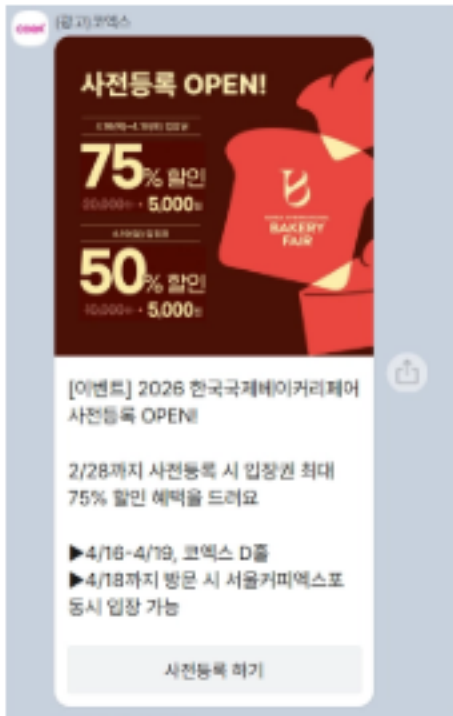
BAKERY

Total 4 cases

Pre-registration (Reels)
12K views



Pre-registration (KakaoTalk)
13K messages



KIBA 2026 Opening (Reels)
57K views



Coex Dessert Archive (Post)



KIBA Poster (Post)



KIBA 2026 Opening (Post)



Official SNS Marketing

COFFEE&BAKERY Co-post

Early-bird Ticket Promotion (Reels)
10K views



Co-location Promotion (Reels)
67K views



CoffeeXBakery Curation(5 times)
Total 74K views



Buyer Lounge Exhibitor Introduction
24K views



Starbucks RTD Giveaway
20K views



Official SNS Marketing

◆ Due to space limitations, only some examples are included.

COFFEE

17K followers

Event Notification



Cafe Tour Map (6 Posts)



What's in my home cafe (6 Posts)



Exhibitor Interview (4 times)



Exhibitor Introduction (7 times)



Exhibition Sketch (Total 8 times)



Official SNS Marketing

• Due to space limitations, only some examples are included.

BAKERY

7.5K followers

Event Notification



Local Bakery Project (2 times)



Event Schedule Notification



Exhibitor Interview (3 times)

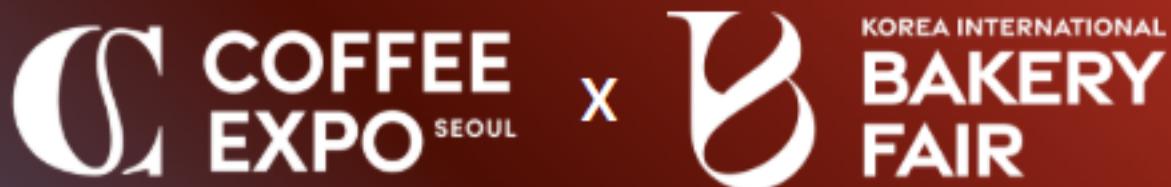


Exhibitor Introduction (6회)



Event Sktech (Total 8 times)





2027. 04. 28(WED) - 05. 01(SAT)

Coex Hall A, B, D

SEE YOU NEXT YEAR