



POST-SHOW REPORT

Coex Food Week 2019

Show Review

Show Facts

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





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Coex Food Week 2019

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

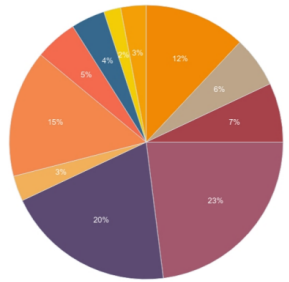
Overseas : 54 Countries, 581 Visitors

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

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

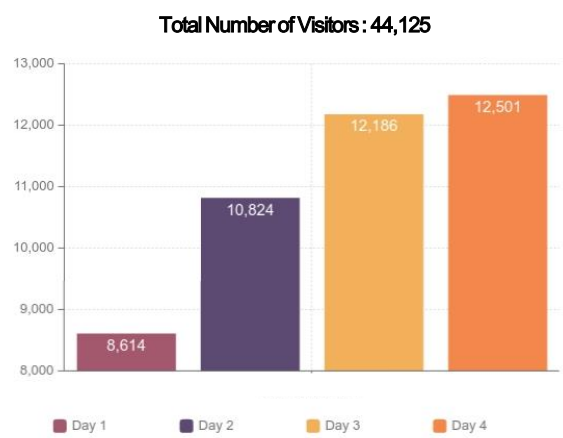
54%
of visitors attend to find new clients and collect industry information

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





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1:1 Business Meeting Results



Seller-Buyer B2B Meeting

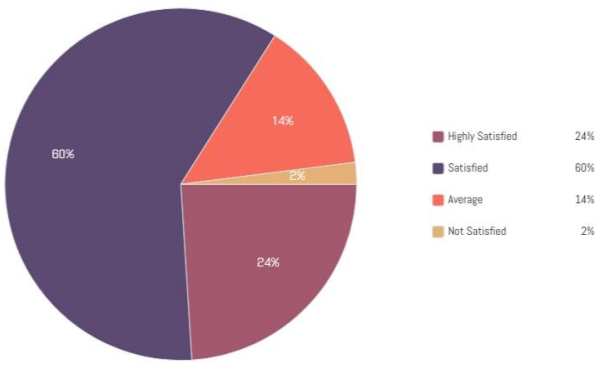
- Date : 11. 20 ~ 11. 22, 3 Days [Meetings with Overseas Buyer]
11. 20 ~ 11. 21, 2 Days [Meetings with Domestic Buyers]
- Venue : Grand Ballroom #104 or walk-in appoints
- Consultation Results



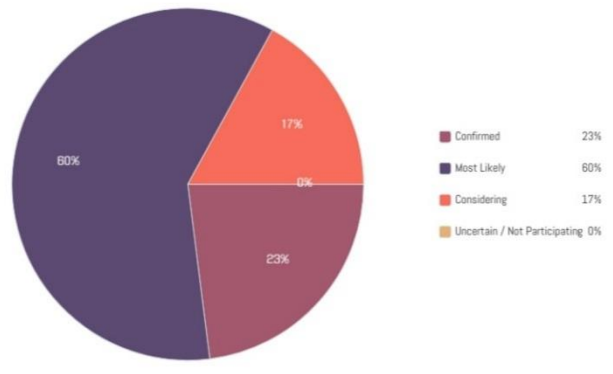
Overseas Buyers	<p>41 Companies, 51 Buyers from 12 Countries such as Canada, USA, Singapore, Hong Kong, Egypt and more</p> <p><Number of Meetings> 600 Meetings</p>
Domestic Buyers	<p>50 Companies, 120 Buyers from companies such as Hyundai Green Food, Our Home, Hyundai Department Store, Lotte Department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

Survey Results

• Buyer's satisfaction with the organizer's management



• Buyer survey indication their interest to visit the next edition





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Show Highlights & Features

<p>Hall A Events (Strong Small Farm Pavilion, Local Pavilios)</p>	<ul style="list-style-type: none"> · SSF Talent Donation Concert2019 · 4-H Competition Opening Ceremony · Talk Concert · Competition in Agriculture Industry Exhibition · Agricultural Products Auction 	<ul style="list-style-type: none"> · Young Farmers' Good Agricultural Products Brand Competition · Photo Competition · Case Study and Competition of Small and Medium-Sized Farmers · Video Competition on Group Activities · Programs with children
<p>Hall B Events (G-FOOD SHOW/ Start-up Pavilion)</p>	<ul style="list-style-type: none"> · Start-up Investment Presentation · Overseas Media Interview Zone · G-FOOD SHOW Events 	
<p>Hall C Events (SIBA, Kitchen Fair)</p>	<ul style="list-style-type: none"> · Top of Patisier in Asia 2019 · 19th Seoul International Bakery Contest · 10th Student Confectionery Contest · Local Bakery Showcase · Mom & Me Baking Class 	<ul style="list-style-type: none"> · Finland Dessert Class · DIY – Packaging with Korean Silk · DIY – Cupcake Deco · DIY - Eco-Friendly Handicraft Event
<p>Hall D Events (New Trend Pavilion, Dessert Show)</p>	<ul style="list-style-type: none"> · Korea Tea Blending Competition · Tea Auction Ceremony and Auction · World Boseong Tea Fair Opening & Closing Ceremony · World Agricultural Heritage Seminar · T-Master Championship 	<ul style="list-style-type: none"> · Boseong World Tea Review Competition · World Tea Forum · Lotte HomeShopping Hidden Auction · Netherland Veal Cooking Show · Italy Culinary School Cooking Show · DIY – Makgeolli Brewing Class
<p>Grand Ballroom Events/Program</p>	<ul style="list-style-type: none"> · Korea FoodTech Conference 2019 · Strong Small Farm(SSF) Seminar · Cold-Chain Conference · Food Industry Technology Show Korea 2020 Press Conference · Coex Food Week Networking Dinner · Domestic and Overseas Buyer B2B Meeting 	<ul style="list-style-type: none"> · Korean Pediatric Medical Seminar · HACCP Korea 2019, Asia HACCP Tech-Sharing Seminar, Smart Factory Focused HACCP Construction · Countermeasures for the changing policies within the Food Industry · Cadians System Conference