

637 Domestic  
329 International

966 Exhibitors

37,685 Visitors

49 Countries

## EXHIBITOR ANALYSIS 2022

Domestic Food  
**427**

**81.8%**

rated SFH as  
good or excellent

**82.4%**

will recommend  
SFH to colleagues

International Food  
**329**

**88.8%**

satisfied with  
visitor quality

**90.6%**

will return in 2023

Food Equipment  
**210**



## BIZ CONSULTING 2022

**60 INTERNATIONAL EXHIBITORS** were matched  
with **31 LOCAL BUYERS** and  
**total of 88 SUCCESSFUL MEETINGS** took place for 4 days  
(International exhibitors - Domestic buyers only)

## WHAT EXHIBITORS SAID

It was a great pleasure to participate again with our Austrian National Pavilion at the biggest F&B trade fair in Korea. Thanks to the wonderful organization of the Seoul Food & Hotel all of our Austrian companies said it was really an utterly successful event and worthwhile travelling to South Korea for the promotion of their products.

*Austrian Trade Commissioner & Commercial Counsellor  
Austria Embassy Commercial Section*



Since the Seoul Food & Hotel is the biggest and the most prominent destination for international food exhibitors in South Korea, it is regarded as the best venue for Thai exporters to introduce quality Thai food products to not only potential Korean buyers but also Korean consumers. Despite of the Covid-19 pandemic situation, I saw Thai Pavilion so vibrant with many Korean buyers with fruitful outcome this year.

*Director of Thai Trade Center, Seoul  
Department of International Trade Promotion, Thailand*



# VISITOR ANALYSIS 2022

## BUSINESS NATURE

Manufacturer	49.6%
Distributor	20.5%
Importer	7.3%
Wholesaler	6.4%
Hotel & Restaurant	5.7%

## MAIN INTEREST OF SEOUL FOOD & HOTEL

Processed Food	51.45%	Beverage / Coffee / Tea	23.66%
Food Additives / Ingredients	31.94%	Meat Products	22.77%
Convenience Foods	29.37%	Vegan / Alternative Proteins	21.67%
Agriculture Products	28.13%	Condiments / Seasonings / Oil	18.61%
Health / Organic Food	25.42%	Bakery / Confectionery	18.51%
Frozen Food	25.26%	Dairy Products	16.66%

## MAIN INTEREST

### FOODTECH

Food processing machinery	55.60%
Food IT equipment	13.27%
Food preservation technology	11.69%
Food transportation equipment	10.63%
Food service system	8.82%

### FOODPACK

Packaging machinery & components	23.62%
Packaging materials & Packaging container	14.18%
Packaging design	10.30%
Eco-friendly packaging	9.32%
Packaging processing machinery	9.30%

### HORECATECH

Kitchen & Restaurant machinery	27.84%
Food service technology	14.25%
Bakery & Confectionery equipment and supplies	11.66%
Coffee machinery	10.79%
Kitchen appliances and furniture	10.60%

### FOODSAFETY

Food sanitation equipment	57.66%
Food inspection and Analysis machinery	21.17%
Safety related items	10.06%
Safety floor tile	5.96%

## KEY VISITORS

### MANUFACTURER

CJ	Maeil Dairies
Daesang	Nestle Korea
Ottogi	Unilever Korea
Nongshim	HY
Dongwon F&B	Nonghyup
Samyang Corporation	OB (ABinBev Korea)
Seoul Milk	Hite Jinro
Lotte Food	Orion
Dongsuh Foods	Binggrae
Lotte confectionery	Crown Confectionery
Pulmuone	LG H&H
SPC	

### IMPORTER / DISTRIBUTOR

Lotte Chilsung Beverage
CJ Freshway
Samsung Welstory
Hyundai Green Food
Shinsegae Food
Ourhome
Daesang
Lotte International
Dongwon Home Food
BGF Retail
GS Retail
Eland Retail

### WHOLESALE/RETAILER

E Mart
Lotte Mart
Costco Korea
Homeplus
Mega Mart
Nonghyup Hanaro Mart
7-ELEVEN
GS25
Ministop
CJ Oliveyoung
SSG.COM
Market Kurly
Coupang
Woowa Brothers
Lotte Shopping
NS Shopping
Shinsegae Live Shopping
Hyundai Home Shopping
Hyundai Department Store
Lotte Department Store
Hanwha Galleria

### HOTEL/RESTAURANT

McDonald Korea
Starbucks Coffee Korea
Del Monte Fresh Produce (Korea)
KFC Korea
Pizzahut Korea
Domino's Pizza
IKEA Korea
CJ Foodville
Lotte GRS
Koreanair C&D
Asiana Airlines
Samgsung C&T (Everland)
Legoland Korea
Seoulland
Hilton
Hyatt
THE SHILLA
Lotte Hotels & Resorts
Sono Hotels & Resorts
Hanwha Hotels & Resorts
Josun Hotels & Resorts
Haevichi Hotels & Resorts
Walkerhill Hotels & Resorts

