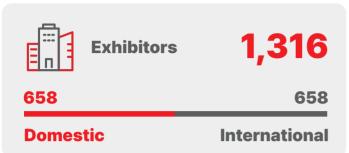
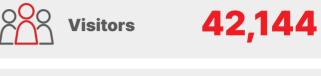
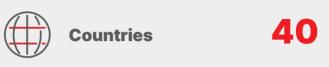


SEOUL FOOD & HOTEL 2023 POST SHOW REPORT

30(Tue) May - 2(Fri) June 2023, KINTEX, Korea







EXHIBITOR ANALYSIS 2023



satisfied with the number of buyers



satisfied with the quality of buyers



created new sales opportunities at SFH



would like to return in 2024



rated SFH as good or excellent

TOP 10 OVERSEAS EXHIBITORS' COUNTRIES

1	CHINA	6	INDIA
2	USA	7	BELGIUM
3	TURKIYE	8	THAILAND
4	CANADA	9	VIETNAM
5	SPAIN	10	BRAZIL

TOP 5 EXHIBITING PRODUCTS

1	Agricultural Products	
2	Coffee / Tea / Beverage / Alcohol	J#
3	Meat Products	
4	Food Additives / Ingredients	::
5	Health / Organic Foods	2)

NEW PAVILION IN 2023



ESTONIA



INDIA



UK



66 South Korea is a huge potential and highly quality conscious market for Indian companies. All professional visitors tasting our products had a keen interest in developing regular import relations with Indian producers, specifically for products based on soya, curries, rice, ready to eat, fresh mangoes and corn/maize products. Interest was also seen in import of herbal, medicinal and vegan foods making our experience very satisfactory.

APEDA, India





This exhibition was amazing, demonstrating the demand for food equipment in the Korean market. We have sold all three of our equipment units during the four-day exhibition, which serves as evidence that Seoul Food Hotel is an excellent gateway to connect with the Korean market.

VISITOR ANALYSIS 2023







BUSINESS NATURE

Manufacturer	46.0%
Distributor	23.7%
Importer	8.3%
R&D	8.1%
Wholesaler	5.9%
Hotel & Restaurant	5.2%

MAIN INTEREST

FOOD & BEVERAGE			
Processed Foods	50.3%	Convenience Foods	26.5%
Agriculture Products 35.7%		Beverage/Coffee/Tea	25.7%
Food Additives/Ingredients	35.1%	Condiments/Seasonings/Oils	22.4%
Frozen Foods	30.1%	Bakery/Confectionery	21.9%
Health/Organic Foods	28.8%	Vegan/Alternative Proteins	21.6%
Meat Products	28.0%	Seafood Products	21.3%

FOODPACK		FOODTECH		HORECATECH		SAFETYTECH	
Packaging machinery & components	35.0%	Food processing machinery	49.1%	Kitchen & Restaurant machinery	23.9%	Food hygiene equipment	52.5%
Packaging materials 25.8% & Packaging container		Food preservation technology	14.7%	Food service technology	15.8%	Food inspection and analysis instruments	
Packaging design	17.8%	Food IT equipment	14.3%	Bakery & Confectionery equipment and supplies		Safety related items	13.1%
Packaging processing 16.8% machinery		Food transportation equipment	11.4%	Kitchen appliances and furniture	10.7%	Safety floor	7.9%
Packaging related	15.9%	Food service system	9.7%	Coffee machinery	10.5%		





E Mart

Costco Korea



KEY BUYERS IN 2023

HY Hite Jinro LG H&H

machinery

IMPORTER/DISTRIBUTOR Hyundai Greenfood CJ Freshway Samsung Welstory Shinsegae Food Ourhome Lotte International Dongwon Home Food LF Food SPC GFS Coupang BGF Retail GS Retail Woowa Brothers

Lotte Mart Homeplus
Hyundai department store
Lotte department store
7-Eleven
CJ Oliveyoung
Ssg.com
Market Kurly
Hyundai Homeshopping
Shinsegae live shopping
Home&Shopping
NS Homeshopping
Gongyoung Homeshopping

WHOLESALER/RETAILER

HOTEL/RESTAURANT
Starbucks Coffee Korea
KFC Korea
CJ Foodville
Lotte GRS
Koreanair C&D
Samsung C&T (Everland)
Hilton
Hyatt
The Shilla
JW Marriott
Lotte Hotels & Resorts
Sono Hotels & Resorts
Haevichi Hotels & Resorts
Hanwha Hotels & Resorts



Culinary Challenge

Co-organised by the Korea Chefs Association Endorsed by Worldchefs (World Association of Chefs Societies)

The 6th edition of the renowned Seoul Food & Hotel Culinary Challenge made a successful return in 2023 after 4 years, with a staggering 370 participants including professional chefs and students from Korea, Taiwan, and Thailand.

INTERPORC (Spanish Inter-professional Agri-Food Organisation for White Pork) supported the event as a first time Gold Sponsor, and provided premium Spanish pork belly and jowl for the chefs to incorporate in their dishes and showcase their ingenuity and innovation.

Nestle Professional, a longstanding sponsor of the event (since 2015) once again joined as Silver Sponsor with the goal of rising young talent and fostering development of young chefs. Nestle Chef's lounge provided participants with an experiential opportunity to network with the wider culinary community and enhance their relations.

Biz Consulting

The Biz Consulting Programme proved to be a highly beneficial initiative during the exhibition, enabling 91 international exhibitors from 21 countries to conduct a total of 125 successful meetings with specially invited domestic buyers.

The Programme also offered consulting services to international exhibitors seeking to enter the Korean market.

This platform facilitated meaningful connections and opportunities for exhibitors to network with verified Korean importers and distributors.

COUNTRY



Exhibitor Seminar 참가업체 세미난장

SEOUL FOOD & HOTEL

Country of Hounour

Canada was nominated as "Country of Honour" by Seoul Food & Hotel celebrating their 60 years of long-lasting diplomatic relations between Korea and Canada. The title "Country of Honour" at the event was first of its kind in the history of the event and featured captivating cooking demonstrations and enticing tasting events highlighting Canada's signature ingredients.

Exhibitor Seminar

Informative seminars which covered a wide range of the latest industry insights and market trends were delivered by exhibitors and industry experts.

In addition, interactive cooking demonstrations were performed to attarct more visitors.

Are you interested in being an exhibitor or sponsor? **Contact us right now!**



