



CALASIAN CHAMBER TRADE MISSION

SFH FOOD & HOTEL

SEOUL May 19, 2019 — May 26, 2019

1,500 EXHIBITORS | 570+ COMPANIES 47 COUNTRIES | 36 NATIONAL PAVILIONS



Exhibition

Exhibit at the Seoul Food and Hotel Expo to showcase your product and connect with Asian buyers and partners.



B2B Meetings

Includes in-country briefing, trade show matchmaking, and business meetings.



Market Tour

Visit local distribution channels and local markets to collect market data and intel.



Cultural Exploration

Join us for a welcome reception and farewell dinner with local cuisine. Plus, enjoy a 1-day city tour of Seoul, South Korea.

MAJOR EXHIBIT CATEGORIES:

Baby Foods | Bakery & Pastry | Beverages | Dairy | Fresh Produce | Food Ingredients | Food Service Equipment | Grocery Products | Health Products & Food Supplements | Hotel | Meat | Organics | Seafood | Snacks & Confectionery | Specialty Tea & Coffee | Tinned & Preserved Foods | Wine & Spirits

ITINERARY

Sunday 5.19	Monday 5.20	Tuesday - Friday 5.21 - 5.24	Saturday 5.25	Sunday 5.26
Arrival & Welcome Dinner	In-country Brief and Market Tour	Exhibition at SFH Trade Show	City Culture Exploration & Farewell Dinner	Depart Seoul

EXHIBITOR (FULL PARTICIPANT)

\$4,500 Before 3/31/2019 | \$5,000 After 3/31/2019

Seoul Food and Hotel, the gateway to Korea for international exporters, continues its role as the country's most important trade show for the entire food, beverage, food service and hospitality industry. Exhibitors who accompany us will be provided:

- Hotel accommodations
- Welcome Dinner/Farewell Dinner
- Shared Exhibition Space with U.S. Pavilion
- B2B meetings
- Market Tour and Culture Exploration Day
- In-country transportation
- And more!

Increase your business opportunities in exporting through this valuable event! Stay tuned for pricing details.

CATALOGUE PARTICIPANT

\$1,200 Before 3/31/2019 | \$1,500 After 3/31/2019

This trade mission is also inviting those who are interested in becoming a catalogue/sample participant. We will bring your product samples and marketing materials to the trade show on behalf of your company and share with you leads we collect after the trade show. The catalogue package includes:

- International shipping of product (Carry-on size)
- Shared booth display space
- Translation of marketing materials into Korean (up to 2 pages)
- Introduction of products to buyer groups
- Contact leads collected from show
- After trade mission export assistance

PARTNERS



CONTACT

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