



EXHIBITOR ANALYSIS 2023



TOP 10 OVERSEAS EXHIBITORS' COUNTRIES

<p>1 CHINA</p> <hr/> <p>2 USA</p> <hr/> <p>3 TURKIYE</p> <hr/> <p>4 CANADA</p> <hr/> <p>5 SPAIN</p>	<p>6 INDIA</p> <hr/> <p>7 BELGIUM</p> <hr/> <p>8 THAILAND</p> <hr/> <p>9 VIETNAM</p> <hr/> <p>10 BRAZIL</p>
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TOP 5 EXHIBITING PRODUCTS

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

NEW PAVILION IN 2023



“ 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. ”

Mill Powder Tech, Taiwan

VISITOR ANALYSIS 2023



87.8% rated SFH as good or excellent



91.8% would like to return in 2024



90.0% will recommend SFH to colleagues

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 & Packaging container	25.8%	Food preservation technology	14.7%	Food service technology	15.8%	Food inspection and analysis instruments	26.5%
Packaging design	17.8%	Food IT equipment	14.3%	Bakery & Confectionery equipment and supplies	12.9%	Safety related items	13.1%
Packaging processing machinery	16.8%	Food transportation equipment	11.4%	Kitchen appliances and furniture	10.7%	Safety floor	7.9%
Packaging related machinery	15.9%	Food service system	9.7%	Coffee machinery	10.5%		



KEY BUYERS IN 2023

MANUFACTURER	IMPORTER/DISTRIBUTOR	WHOLESALE/RETAILER	HOTEL/RESTAURANT
CJ	Hyundai Greenfood	E Mart	Starbucks Coffee Korea
Daesang	CJ Freshway	Costco Korea	KFC Korea
Dongwon F&B	Samsung Welstory	Lotte Mart	CJ Foodville
SPC Samlip	Shinsegae Food	Homeplus	Lotte GRS
Lotte Wellfood	Ourhome	Hyundai department store	Koreanair C&D
Nongshim	Lotte International	Lotte department store	Samsung C&T (Everland)
Orion	Dongwon Home Food	7-Eleven	Hilton
Samyang Corporation	LF Food	CJ Oliveyoung	Hyatt
Pulmuone	SPC GFS	Ssg.com	The Shilla
Lotte Chilsung Beverage	Coupang	Market Kurly	JW Marriott
Harim	BGF Retail	Hyundai Homeshopping	Lotte Hotels & Resorts
Ottogi	GS Retail	Shinsegae live shopping	Sono Hotels & Resorts
Samyang foods	Woowa Brothers	Home&Shopping	Haevichi Hotels & Resorts
Binggrae		NS Homeshopping	Hanwha Hotels & Resorts
Sempio		Gongyoung Homeshopping	
Haitai Confectionary			
Crown Confectionery			
Dongsuh Foods			
Seoul Milk			
Maeil Dairies			
HY			
Hite Jinro			
LG H&H			



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 of Honour

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 attract more visitors.

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



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