

Food Show PLUS!™ at Seoul International Café Show

November 7-9 | Seoul, S. Korea



Food
Export
Midwest USA



YOUR CONNECTION TO GROWTH®

www.foodexport.org

Early registration deadline: July 19, 2024

Early registration price: \$250

Registration link: <https://www.foodexport.org/events/market-entry/food-show-plus/g24fspks1/>

Description:

The Seoul International Café Show is considered to be Asia's #1 Coffee Event! Consumer-oriented American products continue to lead the expansion of the export market in Korea.

Turnkey Booth Space:

Do you want to have an easy tradeshow experience and get more qualified buyers, distributors and leads at the Seoul International Café Show? Food Export will be offering booth space packages for this show.

9sqm Booth:

- Early Bird: \$3,000
- Standard: \$3,300

4.5sqm Half Booth:

- Early Bird: \$1,800
- Standard: \$2,000

Products of interest:

- Processed Food
- Food additives/ingredients
- Health/Organic Food
- Beverage/Coffee/Tea
- Wine/Liquor
- Bakery/Confectionery
- Nuts
- Chocolate & sugar confectionery
- Baked goods
- Processed fruits & vegetables
- Sauces and preparations

*Food Show PLUS!™ services provided:

- Buyers get your profile, contact, product details, and booth number before the show
- In-Market Representative directs buyers to your booth when possible
- Virtual Consultation
- Welcome Package
- Local Retail Tour (if applicable).
- In-Market Rep screens up to 3 buyers met at the show, providing a report
- Food Export's In-Market Rep on-site show assistance

Additional services available (\$75 per selection):

- Interpreter/assistant for your booth
- Professional translation of marketing material into local language (up to two pages)
- Store checks: Pre-event report with brand names, packages, sizes, and pricing

*Please note: Food Show PLUS!™ services are available exclusively for suppliers who are exhibiting at the show in the USA pavilion.

If you have any questions or need assistance, please don't hesitate to reach out to your Food Export Liaison at <https://www.foodexport.org/about/liaisons/>.