خانه صنعت، معدن و تجارت
استان اصفهان

خانه صنعت، معدن و تجارت استان اصفهان


isf.himt


t.m/khanesanatesfahan


www.ihim.ir


09132241086

شماره : ۹۹۵۴/۱۱۸۴۸۳۲
تاریخ : ۱۴۰۱/۰۳/۰۱
پیوست : دارد

نمایندگی وزارت امور خارجه - اصفهان

به نام خدا

جناب آقای کمیلی

رئیس محترم سازمان صنعت، معدن و تجارت استان اصفهان

موضوع: برگزاری نمایشگاه بین المللی مواد غذایی ((Coexسئول

با سلام،

احتراماً، اطلاعات برگزاري نمايشگاه بين المللي مواد غذايي ((Coexواصله از سفارت جمهوري اسلامي ايران در سئول كه قرار است از تاريخ ۱۱ لغايت ۱۴ آبان ماه سال ۱۴۰۱ (۵-۲ نوامبر ۲۰۲۲) توسط شركت مجري مرآت تجارت سپاهان در كره جنوبي برگزار شود، به پيوست ايفاد مي گردد.
شايان ذكر است پاويون جمهوري اسلامي ايران در نمايشگاه مذكور در محل مركز نمايشگاهي سئول ((Coexو با حضور نزديك به هزار شركت فعال در صنايع غذايي در مجموعه ۱۴۰۰ غرفه اي برگزار خواهد شد.

خواهشمند است دستور فرمایند مراتب به اتحادیه ها، شرکت ها و دستگاه های ذیربط در استان اصفهان منعکس و این نمایندگی را از نتیجه اقدامات مطلع نمایند.

علیرضا سالاریان
رئیس نمایندگی

شماره ۵۱۶۸
تاریخ ۱۴۰۱/۳/۲

رونوشت:
جناب آقای گلشیرازی رئیس محترم اتاق بازرگانی صنایع، معادن و کشاورزی اصفهان
جناب آقای سهل آبادی رئیس محترم هیات مدیره خانه صنعت، معدن و تجارت استان اصفهان
جناب آقای دکتر مرتضوی مدیرعامل محترم شرکت نمایشگاه های بین المللی اصفهان
جناب آقای تولائی رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی کاشان

شماره : ۹۹۵۴/۱۱۸۴۸۳۲

تاریخ : ۱۴۰۱/۰۳/۰۱

پیوست : دارد

نمایندگی وزارت امور خارجه - اصفهان

به نام خدا

جناب آقای کمیلی

رئیس محترم سازمان صنعت، معدن و تجارت استان اصفهان

موضوع: برگزاری نمایشگاه بین المللی مواد غذایی ((Coexسئول

با سلام،

احتراماً، اطلاعات برگزاري نمايشگاه بين المللي مواد غذايي ((Coexواصله از سفارت جمهوري اسلامي ايران در سئول كه قرار است از تاريخ ۱۱ لغايت ۱۴ آبان ماه سال ۱۴۰۱ (۵-۲ نوامبر ۲۰۲۲) توسط شركت مجري مرآت تجارت سپاهان در كره جنوبي برگزار شود، به پيوست ايفاد مي گردد.

شايان ذكر است پاويون جمهوري اسلامي ايران در نمايشگاه مذكور در محل مركز نمايشگاهي سئول ((Coexو با حضور نزديك به هزار شركت فعال در صنايع غذايي در مجموعه ۱۴۰۰ غرفه اي برگزار خواهد شد.

خواهشمند است دستور فرمایند مراتب به اتحادیه ها، شرکت ها و دستگاه های ذیربط در استان اصفهان منعکس و این نمایندگی را از نتیجه اقدامات مطلع نمایند.

علیرضا سالاریان

رئیس نمایندگی

رونوشت:

جناب آقای گلشیرازی رئیس محترم اتاق بازرگانی صنایع، معادن و کشاورزی اصفهان

جناب آقای سهل آبادی رئیس محترم هیات مدیره خانه صنعت، معدن و تجارت استان اصفهان

جناب آقای دکتر مرتضوی مدیرعامل محترم شرکت نمایشگاه های بین المللی اصفهان

جناب آقای تولائی رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی کاشان

Unofficial Translation

Email from COEX Food Week

Hello. My name is Wonjeong Choi from COEX Exhibition Team 1, who is in charge of COEX Food Week. 'Coex Food Week 2022 (17th Seoul International Food Industry Exhibition)' is a largest comprehensive food exhibition in Korea hosted by the COEX.

From 2- 5 November 2022 (Wed - Sat), the event will be held in Coex Halls A, B, and C with about 1,000 companies and 1,400 booths. Please refer to the website for more details. (Website: www.foodweek.co.kr)

Every year, various countries including Indonesia, Vietnam, Germany and Italy participate in our exhibition. In the case of 2021, despite the corona virus, 20 countries participated through online/hybrid packages.

Like last year, we provide various programs like Hybrid package (Online + Offline) and the national pavilion package, so, please pay a lot of attention.

In the case of this year, in order to strengthen professionalism and reflect changing trends, we will provide an optimal marketing platform by dividing it into FOOD WEEK PREMIUM / FOOD WEEK BIZTECH. In particular, we intend to maximize the business performance of participating companies by inviting genuine buyers in each field, which are systematically selected and managed.

[SHOW OVERVIEW]
Dates : November 2nd(Wed) November 5th(Sat), 2022
Venue : Coex Halls A, B, C | Seoul, South Korea
Expected Scale : 20 Countries, 1,000 Exhibitors, 1,400 Booths | 50,000 Visitors
Exhibit Items : Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages,
Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solutions, Food Processing & Packaging Equipment
Concurrent Shows : Food Industry Technology Show Korea 2022, HoReCa Bakery Fair 2022, HoReCa Kitchen Fair 2022

We are aware that many companies from different countries are interested in participation for introducing their products to Korea, so, we request you to review participation of the COEX FOOD WEEK.

[Attachment]
1. 2022 Coex Food Week Brochure
2. 2021 Coex Food Week Show Report

Thank you.



COEX FOOD WEEK 2021

POST SHOW REPORT

In amid of Covid-19 pandemic, Coex Food Week 2021 had been held in-person and online show successfully without any safety issue. Coex Food Week 2021 was one of the largest food exhibitions in South Korea. In order to promote positive effects on the global or local food industry, we will be a sustainable business platform in 2022 as well.

COEX FOOD WEEK 2021

November 24th (Wed) – 27th (Sat), 2021

SHOW FACTS

Date	November 24th(Wed) – 27th(Sat), 4 Days
Organizer	Coex
Sponsor	Ministry of Agriculture, Korea Health Supplements Association, Seoul Metropolitan Government, Korea Food Research Institute, Korea Agency of HACCP Accreditation and Services
Certifications	UFI-approved Event, Int'l Certified Exhibition by Association of Korea Exhibition Industry(AKEI)
Venue	Coex Halls A, B
Show Division	- Hall A : Premium Agriculture, Fisheries & Livestock, General F&B, Regional and Traditional Products, Global Food Pavilion, Korea Bakery Show (Former SIBA) - Hall B : Foodtech Industy Technology Show Korea(FITSK), Kangsonong Festival (Local Premium Agricultural Festival Foodtech Conference, 1:1 Biz-match meeting lounge - Hybrid Coex Food Week : Online Coex Food Week : Nov. 15th ~ Dec. 5th NAVER Shopping Live : Nov. 24th ~ Nov. 28th
Online Exhibition	- Biz-matching program - Online Directory - Live Commerce: Coex Food Week offered a special deal on a mobile shopping platform with NAVER which is the most dominant portal website in Korea, for the exhibitors who want to promote toward B2C targets. Consumers could make purchases while watching the live-streamed videos aired in the offline exhibition, and also could communicate with the expertise show-hosts and brand representative on time.

COEX FOOD WEEK 2021

November 24th (Wed) – 27th (Sat), 2021

SHOW FIGURES



EXHIBITOR

834 Companies, 886 Booths

834 corporations participated in offline Coex Food Week.
20 Overseas exhibitors (42 booths) from Japan, Taiwan, Hong Kong, China, Netherland, Germany, Italy, Uganda, Ukraine, Ireland also participated in the offline show.
Following good partnership from 2020, we encountered great companions in 2021 as well. “Red Gold From Europe”, which is a campaign of ANICAV(National Association of Vegetable Food Preserves in Italy) and financed by the EU.

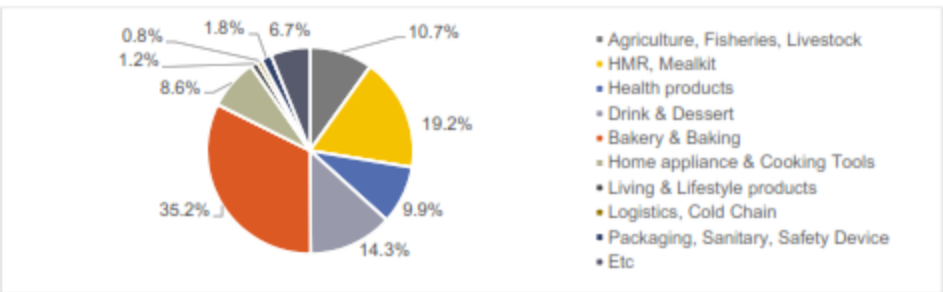


VISITOR

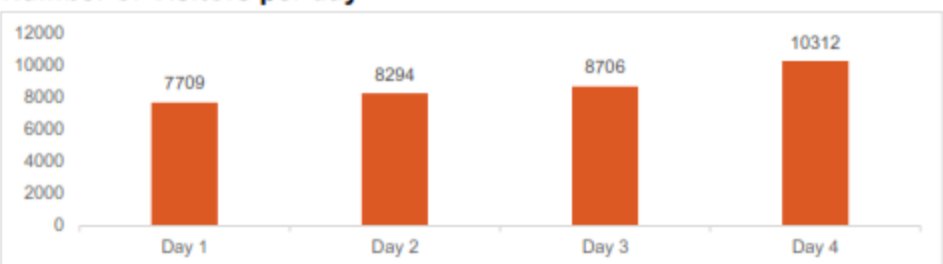
35,021 Visitors, 2,000+ Buyers

33,000 consumers visited the exhibition halls and more than 2,000 buyers joined our show through in-person & online channels. By having Covid-19 prevention processes such as screening or checking proof of vaccination, Coex Food Week 2021 provided a safe and stable environment for guests

Breakdown of Visitor’s interest



Number of Visitors per day



COEX FOOD WEEK 2021

November 24th (Wed) – 27th (Sat), 2021

1:1 Business Meeting Results

Seller – Buyer B2B Meeting

Overseas Buyers	41 Companies, 41 Buyers from 9 Countries such as U.K., Netherland, Philippines, Mexico, Vietnam, China, Mongolia, Pakistan, Ukraine. - Number of meetings : 88 meetings (Walked-in meetings are not included)
Domestic Buyers	43 Companies, 82 Invited buyers from companies such as The Born Korea, NH, Mega mart and more, and 1,900+ walked-in buyers. - Number of meetings : 276 meetings (Walked-in meetings are not included)





Attendees' Satisfaction Survey









COEX

FOOD WEEK 2022

NOV 2(Wed) - 5(Sat), 20
Coex Hall A, B, C





Application Guidelines

Submit Application	Send Down Payment	Send Final Payment	Coex Food Week 2022
Early Bird -June 30, 2022 **General** -August 31, 2022	**Down Payment (50%)** Within 1 week of application submission	**Balance (50%) + Utility Fees** Within 1 month of application submission	November 2 - 5, 2022

Booth Types & Fees

Offline Exhibition

Category	Space Only	Shell Scheme	Premium Booth
Booth Image			
Specification	**Space Only** 3m X 3m **Minimum units** Two or more booths * Exhibitors must use one of the Coex official subcontractors to design and construct their own booth	**Space and Shell Stand** 3m X 3m **Booth Signage** Company name & Booth number **Flooring** Needle punch carpet **Furniture** 1 information desk and 1 chair **Lighting** Standard lighting & 1 Power outlet	**Specialized Premium Booth Design** 3m X 3m **Booth Signage** Company name & Booth number **Flooring** Needle punch carpet **Furniture** 1 information desk and 1 chair **Lighting** Standard lighting & 1 Power outlet
Early Bird Application	USD 3,000	USD 3,300	USD 3,800
General Application	USD 3,200	USD 3,500	USD 4,000

Hybrid Exhibition

Category	Type A - Monitor Showcase Booth	Type B - Product Showcase Booth	Type C - Dual
Booth Image			Type A + Type B
Specification	**Online Exhibition** Company Info, E-Catalog, Online Biz-Matching **Monitor Showcase Booth** 1m X 1m Demonstrate PR video and display marketing materials in the offline exhibition booth	**Online Exhibition** Company Info, E-Catalog, Online Biz-Matching **Product Showcase Booth** 1m X 1m Display sample products and marketing materials in the booth during the offline exhibition booth **Bilingual Assistant (ENG-KOR)** Well-trained bilingual personnel promotes the exhibitor's company and products onsite	Type A + Type B
Early Bird Application	USD 2,800	USD 3,800	USD 5,300
General Application	USD 3,000	USD 4,000	USD 5,500

* All sample products and marketing materials should be provided by exhibitor to the organizer before October 14th, 2022.

Special Offer for Overseas Exhibitors and Buyers

National Pavilion Package

Coex offers the 'National Pavilion Package' a tailor made program for all trade agencies and organization. The benefits include booth fee discounts, hotel accommodation discounts, assistance in travel arrangements, upgraded booth design and more.

Delegation Package

In order to provide convenient visitation for groups of buyers from international trade bodies, Coex offer tailored services to delegation groups of 10 or more participants. The official delegation group may receive hotel accommodation, 1:1 business meetings, interpreter service and more.

COEX FOOD WEEK

Inspire Food Life

Coex Food Week, the largest food related exhibition in Korea!

Celebrating its 17th edition, Coex Food Week has been an optimal business platform for F&B industry. Held in conjunction with Bakery Fair, Kitchen Fair and Food Industry Technology Show, it features products and services of the global food industry.

Show Overview

Dates	November 2nd(Wed) –November 5th(Sat), 2022
Venue	Coex Halls A, B, C / Seoul, South Korea
Expected Scale	20 Countries, 1,000 Companies, 1,400 Booths, 50,000 Visitors
Items	Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages, Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solutions, Food Processing & Packaging Equipment
Organizer	Coex
Certification(s)	UFI (The Global Association of the Exhibition Industry)
Supporting Organizations	AKEI (Association of Korea Exhibition Industry) Ministry of Agriculture, Food and Rural Affairs, Rural Development Administration, Korea Food Research Institute, Korea Agency of HACCP Accreditation & Service (TBD)

Coex Food Week Secretariat

T. 82-2-6000-8163

F. 82-2-6944-8303

E. foodweek.info@coex.co.kr

W. www.coexfoodweek.com

Concurrent Shows

FOOD INDUSTRY Technology Show Korea

Organizer	Coex, DLG (German Agricultural Society)
Venue	Hall C
Exhibit Items	Food Processing Equipment, Food Packing Machine & Supplies, Food Safety & Hygiene Equipment, QC Solution, Automated Food Packaging & Processing System, Cold Chain Logistics & Distribution Solution, Big Data Applications for Food Supply Chain Management, Smart Farm Equipment & Solutions
Events	Korea FoodTech Conference 2022

BAKERY FAIR 2022

Organizer	Coex, Korean Master Bakers Association
Venue	Hall C
Exhibit Items	Baking Equipment, Baking Additives & Ingredients, Baking Tools & Accessories, Baking Packaging & Supplies, Decorations
Events	Bakery Contest & Entries Showcase

KITCHEN FAIR 2022

Organizer	Coex
Venue	Hall C
Exhibit Items	F&B Equipment, Refrigerators & Freezers, Countertop, Shelving& Racks, Pantry, Kitchen Tools and Utensils, Tableware, Drinkware, Packaging

Coex Food Week 2021 Results

Title Coex Food Week 2021 [The 16th edition]

Venue Coex Hall A & B, Seoul, South Korea / Coex Food Week Online Exhibition

Dates Offline : November 24th – 27th / Online : November 15th - December 5th

Scale 20 Countries, 834 Companies / 35,021 Visitors, 50,000+ Online Visitors

Offline Exhibition

834 Exhibitors
886 Booths

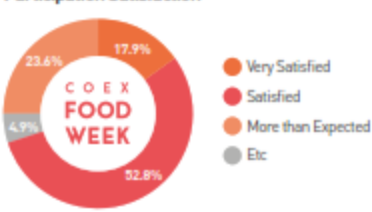
35,021 Visitors
2,000 Buyers

Online Exhibition

292 Companies

50,000+ Visitors

Participation Satisfaction



94.3 % of participants were satisfied

Willingness to participate again



92.6% of participants responded that they will join the show again

COEX FOOD WEEK

Why Food Week?

#1 Largest B2B2C Food Exhibition in Korea

South Korea's Most Established Food & Beverage Industry Trade Show

Coex Food Week 2022 is one of the most anticipated international exhibitions in Seoul, expecting more than 1,000 exhibitors and 50,000 visitors and buyers to join the show. In 2021, 834 exhibitors from 20 countries featured over 886 booths while welcoming 35,021 visitors around the globe. As a global food comprehensive exhibition, we provide the best business opportunity based on needs from B2B to B2C.

Multi Branding (B2B2C)	Industry Business (B2B)
Food Week Premium	**Food Week BIZ TECH**
It is a platform for exhibitors who wants to target both commercial needs and direct consumer promotion	It is a platform for exhibitors who with mainly commercial purpose focuses on promoting their industrial service and products
Exhibitor Profile Fine & Premium Food, Organic & Agricultural Food, International Food	**Exhibitor Profile** HoReCa Equipment & Supplies, Food Tech & Smart Farm Solution

#2 Explore a Growing Food Market

Korean consumers are open to new international food as our exposure to foreign food culture expand

Korea is recognized as the 10th largest economy in the world and its annual GDP is to grow by 3.6 % in 2022. The nation's growing GDP and high urbanization are the basis for the country's thriving foodservice industry. In 2019, the Korean food market had a volume of USD 128.7 billion, accounting for approximately 1.9% of the global food market. At Coex Food Week, exhibitors and buyers can learn all about trends and promising fields of food industry and expand their business into Asia.



#3 The Best Business Opportunities Presented

Broaden your business with qualified 50,000 buyers & consumers

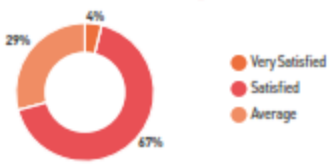
Coex Food Week invites domestic and overseas buyers to participate in a 1:1 business matching program. The program has been extremely successful, boasting an 80% satisfaction rate every year. In 2021, approximately 900 exhibitors and 123 qualified buyers with purchasing power participated in the business matching program.

Coex Food Week Big Buyers

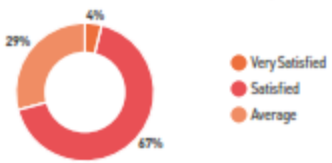
HYUNDAI GREEN FOOD, Home plus, LOTTE Mart, SK stoa, GS25, ORGA WHOLE FOODS, the Gallerie, daiso, amazon, coupang, LOTTE DUTY FREE, GS Retail, NS HomeShopping, AK PLAZA, LOTTE DEPARTMENT STORE, SHINSEGAE, CJ FRESHWAY, 7-ELEVEN, HYUNDAI DEPARTMENT STORE, Market Kurly, CU, TMON

2021 Biz-Matching Results

Exhibitor' biz-matching satisfaction



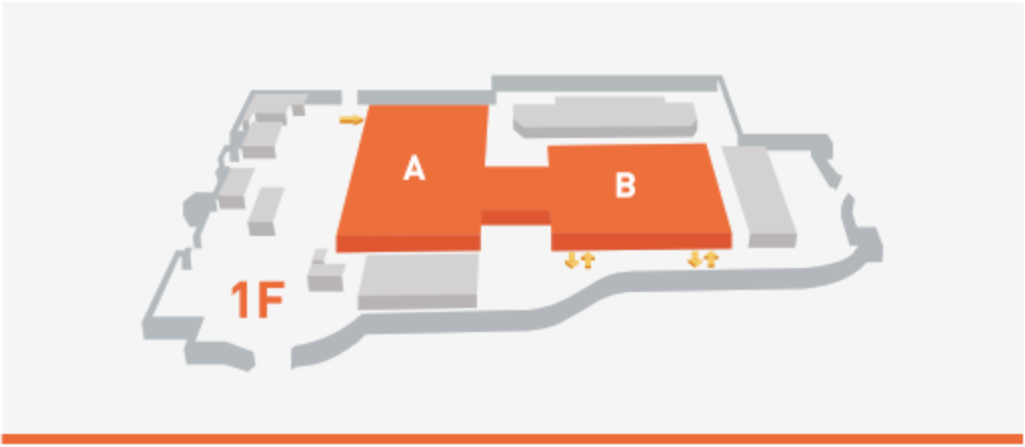
Exhibitor's satisfaction with the buyers







Food Week - PREMIUM



Hall A
- Premium & Fine Food
- HMR & Snacks
- International Food

Hall B
- Organic & Agricultural Food
- Farmer's Market

· Premium & Fine Food



- Premium Processed Food
- Premium Fresh Food
- Seasonings & Spices
- Functional Foods, Dietary Supplements
- Environmentally Sustainable Food
- Alternative Food Ingredients & Products

· HMR & Snacks



- HMR, RMR, Instant Food
- Frozen & Refrigerated Food
- Meal Kit, Recipe Box
- Dessert, Bakery, Sweets
- Snack, Finger Food, Bite Food
- Beverage, Juice, Coffee, Tea
- Alcoholic & Non-Alcoholic Beverages
- Ready-to-Drink Beverages

· International Food



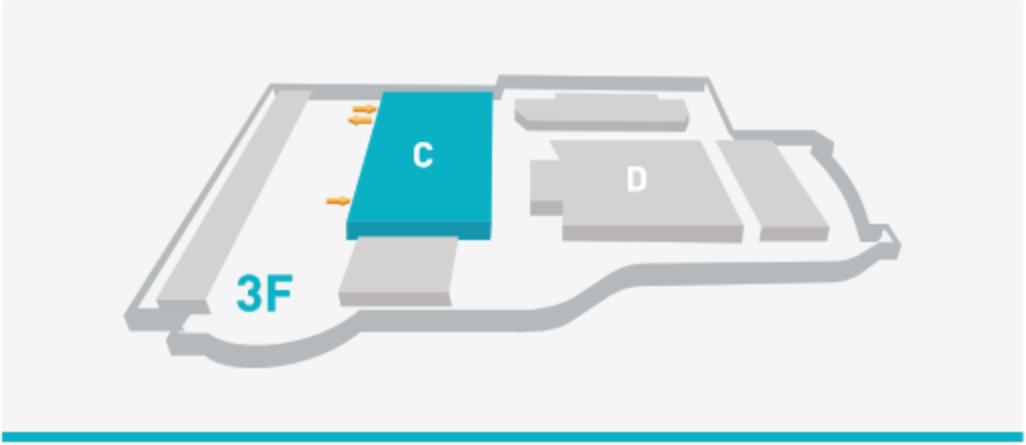
- International Processed Food
- International Seasonings & Spices
- International Functional Foods
- International HMR & Instant Foods
- International Snacks
- International Beverages

· Organic & Agricultural Food / Farmer's Market



- Premium & Local Fresh Produce
- Certified Organic Food
- Pesticide Free Food
- Farm Fresh Agricultural Products
- Processed Agricultural Products
- Functional Agricultural Products

Food Week - BIZ / TECH



Hall C

- **Hotel/Restaurant/Café/Bakery Equipment & Supplies**
- **Food Tech & Food Automation Solution**
- **Smart Farm Solution**

· HoReCa Equipment & Supplies

HoReCa Bakery & Kitchen Fair



- Commercial Kitchen Equipment
- Commercial Refrigerators & Freezers
- Countertop, Prep Tables
- Commercial Shelving & Racks, Pantry
- Commercial Food Additives & Ingredients
- Commercial Frozen & Semi Cooked Food
- Commercial Smoothie & Beverage Mixes
- Kitchen Tools and Utensils
- Tableware, Drinkware, Packaging

· Smart Farm Solution

Food Industry Technology Show Korea



- Smart Farm Equipment & Solutions
- Agricultural Automation System
- Urban Agriculture Solutions
- Government Sustainable Agriculture Projects & Funding Programs
- Smart Farm Training & Consulting Program

· Food Tech & Food Automation Solution

Food Industry Technology Show Korea



- Food Processing Equipment
- Food Packing Machine, Packaging Supplies
- Food Safety Compliance Products & Hygiene Equipment, QC Solution
- Automated Food Packaging & Processing System
- Cold Chain Logistics & Distribution Solution
- Big Data Applications in Food Supply Chain Management
- Food Ingredients & Technology Research

COEX FOOD WEEK