Show Description: Seoul Food & Hotel is the largest food trade show in Korea put together by Korea Trade & Investment Agency (KOTRA) and UBM All World Exhibitions. The show in 2019 housed total 1,532 exhibitors (including 640 exhibitors from 40 foreign countries in the International Hall) in over 76,121 sq. meter exhibition space, showcasing a wide range of food and agricultural products to over 50,000 visitors. This is a perfect venue for new-to-market suppliers to meet with key players in the vibrant Korean food industry. Industry segments covered by the show include retail, food processing, restaurant & bar, agriculture & fishery, and equipment.

The U.S. Pavilion: The U.S. Agricultural Trade Office Seoul (ATO) will help organize the U.S. Pavilion at the show in partnership with state regional trade groups (SRTG) and USDA cooperator groups (such as U.S. Meat Export Federation). Located in the International Hall, the U.S. Pavilion will house over 50 American suppliers who will showcase a wide range of products from wheat flour, fruit, beef, poultry, seafood, dairy product to processed fruit & vegetable, confectionery product, beverage, snack, bakery ingredient and wine.

Services provided by ATO: ATO Seoul plans on providing various support programs, listed below, at no cost to American exhibitors and visitors coming to the show.

- Exhibitor Orientation & Market Seminar
- Exhibitor Market Field Trip
- U.S. Pavilion Opening Reception
- Walled meeting rooms and lounge space in the U.S. Business Center
- Internet access in the U.S. Business Center
- Shuttle bus between the exhibitors’ hotel and the exhibition center
- Trade consultation

Market Data:
South Korea is the fifth largest export market for American agriculture. Imports of American food and agricultural products into Korea in 2018 reached $9.4 billion, up 19 percent from the previous year. Exports of U.S. consumer-oriented products continued to grow and the United States should remain the leading agricultural supplier to Korea with a 35 percent market share. It is clear that renewed enthusiasm for agricultural trade between the United States and Korea is due in large part to the Korea--U.S. Free Trade agreement (KORUS FTA) implemented on March 15, 2012. In its sixth year of implementation, KORUS FTA has...
eliminated or reduced duties on many American food products leading to U.S. exports of high-value, consumer oriented products to Korea reaching a record $5.1 billion in 2018. The KORUS FTA, coupled with anticipated recovery trend of the Korean economy, is expected to generate greater opportunities for American products in Korea in the coming year.

As a heavily export-dependent economy, Korea supports a fair and open global trading environment. In recent years, this has included growing recognition and acceptance of the need to open its own market, including for agriculture. Free trade agreements with the EU and the United States will cover over one-half of Korean agricultural imports. As the fifth largest export market for U.S. agriculture and food products, Korea offers tremendous new opportunities to small-and-medium size American suppliers having innovative and quality-oriented products. As the largest food trade show held in South Korea, Seoul Food & Hotel Show provides an excellent opportunity for new-to-market American food suppliers to develop business contacts with key players in the Korean food market. Considering the challenge that small-and-medium size American food suppliers face under the on-going economic downturn, FAS supported trade shows should be one of the most cost-effective and targeted tools available for suppliers to expand and strengthen their efforts to develop new customers in increasingly competitive foreign markets.

● **Contact Information**

 bullet Oak Overseas, Ltd. (U.S. Pavilion Organizer – booth registration)
        Mr. Russell Hood, President
        112 Cabarrus Avenue East, Concord, NC 28027
        Tel: 704-837-1980 (Ext. 302)    Fax: 704-943-0853
        E-mail: rhood@oakoverseas.com/maiken@oakoverseas.com
        Internet: www.oakoverseas.com

 bullet ATO Seoul (atoseoul@state.gov, Tel: 82-2-6951-6851)