

2021 POST SHOW REPORT

27(Tue) - 30(Fri) July 2021, KINTEX, Seoul

310
Domestic
163
International

473
Exhibitors

12,227
Visitors

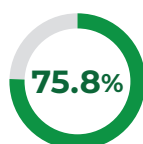
17
Countries

EXHIBITOR ANALYSIS 2021

Domestic Food
215

International Food
163

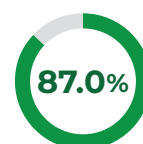
Food Equipment
95



of exhibitors rated
SFH as good or excellent



of exhibitors will
return in 2022



of exhibitors will
recommend SFH
to colleagues

VISITOR ANALYSIS 2021

BUSINESS NATURE

Manufacturer	42.24%
Distributor	23.84%
Importer	9.43%
Hotel & Restaurant	7.01%
Wholesaler	6.68%

MAIN INTEREST OF SEOUL FOOD & HOTEL (multiple choice)

Processed Foods	53.75%	Beverage / Coffee / Tea	26.68%
Food additives / ingredients	32.47%	Bakery / Confectionery	21.65%
Agricultural Products	31.89%	Seafood Products	19.69%
Meat Products	31.58%	Dairy Products	18.12%
Health / Organic Foods	27.86%	Wine / Liquor	12.17%

MAIN INTEREST

FOODTECH

Food processing machinery	49.48%
Food IT equipment	15.10%
Food preservation technology	12.88%
Food transportation equipment	12.23%
Food service system	10.33%

FOODPACK

Packaging machinery & components	20.85%
Packaging materials & Packaging container	13.40%
Packaging design	10.78%
Eco-friendly packaging	10.67%
Packaging processing machinery	8.86%

HORECATECH

Kitchen & Restaurant machinery	26.01%
Food service technology	14.40%
Bakery & Confectionery equipment and supplies	11.39%
Kitchen appliances and furniture	11.12%
Coffee machinery	10.60%

FOODSAFETY

Food sanitation equipment	56.37%
Food inspection and Analysis machinery	23.25%
Safety related items	13.09%
Safety floor tile	7.29%



SHOW HIGHLIGHT

ONLINE SEOUL FOOD

535 SUPPLIERS from **20 COUNTRIES**

699 BUYERS from **48 COUNTRIES**

Total **1,477 PRODUCTS** registered

BIZ CONSULTING

31 INTERNATIONAL EXHIBITORS were matched

with **16 LOCAL BUYERS** and total of

63 ONLINE & ONSITE MEETINGS took place for 4 days



HYBRID PACKAGE

Seoul Food & Hotel introduced the brand new hybrid package this year allow the exhibitors to meet & match with the buyers at both the physical event & the online platform.

Our dedicated hybrid stand enabled the exhibitors to operate the stand remotely and helped them to connect with the local buyers at the physical event.



"I think this year's hybrid package was an appropriate proposal for the situation. I look forward to meeting various customized packages in the future."

Francesca Kim

Italian Trade Commission

WHAT EXHIBITORS SAID

"It has been a fantastic opportunity to physically promote products from the country where I am based, as it was extremely difficult to introduce new items and companies with COVID negatively influencing the field of international trade."

Gwen Park

Export Partner, Netherlands pavilion organiser

"Seoul Food & Hotel is the best exhibition in Korea as a large-scale international food exhibition. I hope it will continue to be a channel for introducing various countries and products."

Sun Young Yoo

Agricultural Trade Office, U.S. Embassy Seoul

"In particular, this year was a very inspiring and satisfying experience in that many visitors showed great interest in the Austria pavilion despite the restrictions by the pandemic situation. I look forward to continuing to show Austrian healthy and delicious food to Korean consumers through Seoul Food & Hotel."

Sun-Ho Park

Austrian Embassy Commercial Section

WHAT VISITORS SAID

More international companies participated than expected, even in difficult circumstances due to COVID 19.

Everyone completely followed the preventive measures so that we could enjoy the clean and safe show.

Seoul Food & Hotel proved that physical event is more realistic and lively than online meetings.

I was satisfied that a separate tasting zone was also available.

It was good to be able to discover new products and understand consumer behavior.

KEY VISITORS

MANUFACTURER

CJ
Daesang
Ottogi
Nongshim
Lotte Food
Samyang Corporation
SPC
Danone Pulmuone
Orion
Dongwon F&B

IMPORTER/ DISTRIBUTOR

Lotte Chilsung Beverage
CJ Freshway
Samsung Welstory
Hyundai Green Food
Shinsegae Food
Ourhome
Daesang
Lotte International
Dongwon Home Food

WHOLESALE/RETAILER

E Mart
Homeplus
NH Nonghyup Hanaro Mart
Mega Mart
SSG.COM
GS Retail
BGF Retail
Hyundai Department Store
NC Department Store
NS Shopping

HOTEL/RESTAURANT

KFC Korea
PIZZAHUT Korea
Korean Air CND
Eland Eats
Hilton
Lotte Hotels & Resorts
Hanwha Hotels & Resorts
Haevichi Hotels & Resorts
Samsung C&T
Shinsegae E&C



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