



By Informa Markets

**Informa Markets**

8/F Woodo Bldg,  
214 Mangu-ro, Jungnang-gu,  
Seoul 02121 R.O.Korea

**t** +82 2 6715 5400

**e** [sfh-info@informa.com](mailto:sfh-info@informa.com)

25 August 2020

**Event Notice: Seoul Food & Hotel 2020 Rescheduled to 1-4 June 2021**

Thank you for your continued support of Seoul Food & Hotel.

After careful consultation with key industry members, Informa Markets and KOTRA, have made the difficult but necessary decision to reschedule Seoul Food & Hotel 2020. The event, originally scheduled for 15-19 September 2020 at KINTEX, will reschedule to 1-4 June 2021 at the same venue.

In the past months, in close cooperation with our venue provider and the public health authorities, we have been reviewing the best course of action and fortified preventive measures to enhance the health and safety measures. Alongside this, we have introduced the online meeting program for overseas buyers and delegations to break the physical restrictions and facilitate unlimited connections among global food and beverages companies during this unprecedented time.

However, due to the recent nationwide outbreak, the Korean government has issued a Level 2 social distancing restriction which bans on indoor events gatherings of more than 50 people. The restriction has led to the closure of venue and exhibition until further notice. Therefore, the decision to reschedule the event is the only option. However, we believe the new dates will allow more time for normality and confidence to return to the market and provide all-round better conditions for exhibitors and visitors to engage. Please accept our apologies for any inconvenienced caused.

We wish to thank those who participated and supported Seoul Food & Hotel 2020 and appreciate for your patience and understanding. We look forward to seeing you again in 2021.

Sincerely,

Seoul Food & Hotel Organisers

