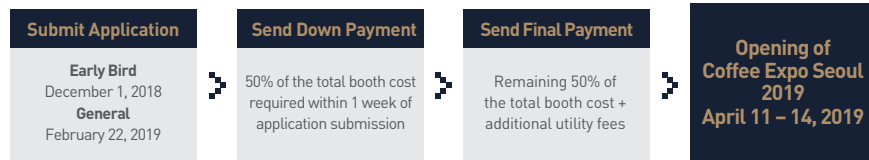


Participation Guidelines



Application Guidelines

Booth Fees and Deadlines

| Application Category | Booth Type | Unit Price |
|---|-------------------------------|------------|
| Early Bird Application (Due : December 1st, 2018) | Space Only | USD 2,100 |
| | Shell Scheme | USD 2,500 |
| | Premium | USD 2,900 |
| General Registration (Due : February 22nd, 2019) | Space Only | USD 2,300 |
| | Shell Scheme | USD 2,700 |
| | Premium | USD 3,100 |
| Special Start-Up Booth | Shell Scheme (2m* 2m) | USD 1,900 |
| OPTION | Corner booth (two sides open) | USD 300 |

- Minimum units for a Space Only Booth: Two or more booths
- Minimum units for a Premium Booth: 10 or more booths
- Foreign companies from countries that does not share the same Zero Tax Rate from Korea are required to pay VAT (10%) according to the Korean Value-Added Tax Act Law - Article 25.
- Limited application space for Special Start-Up Booth (2m x 2m = 4 sqm)

Additional Utilities

| Classification | Details | Unit Price |
|-----------------------------|---|---|
| Electricity | Daytime or 24 hours | Day Time US \$ 70/kW 24 Hours US \$ 90/kW *Usage for 4 days |
| | Single Phase 220V (60HZ) | |
| | Three Phase 380V (60HZ) | |
| Water & Drainage | Apply when needed to showcase exhibit items | US \$ 200/Ea. |

Business Programs

| Program | Participation Fee | Note |
|--------------------------------|---|--|
| Mint Label Showcase | Exhibit USD 2,000/product (Special Price for Overseas) | Limited to 2019 new products |
| Marketing Stage Session | Exhibit USD 2,000/product (Special Price for Overseas) | Marketing Stage inside the exhibition hall |
| Education Session | USD 2,000/session (Max. 25 people) | 3F, Conference Room |

Applicants must submit an application first - Limited space only

Booth Packages

National Pavilion Package

Coex offers the 'National Pavilion Package' - a tailor-made program for all trade agencies and organizations. The benefits include booth fee discounts, upgraded booths (integration of national flag), 1:1 Business Matching Program, free promotional opportunities and more.

Re-participation Booth Discounts

Coex offers discounts to exhibitors who have participated in Coffee Expo Seoul for consecutive years. For more details, please contact the secretariat.

Coffee Expo Seoul Secretariat

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COFFEE EXPO SEOUL 2019

2019. 04.11 (THU) ~ 04.14 (SUN)
Coex Halls A & B, Seoul Korea



coex
KCA Korea Coffee Association
www.coffeexposeoul.com

Show Overview

Title | Coffee Expo Seoul 2019

Venue | Coex Halls A & B (18,378m²), Seoul, South Korea

Dates | April 11th (Thu) – April 14th (Sun), 2019

Expected Scale | 250 Companies, 800 Booths

Organizer | Coex Co., Ltd, Korea Coffee Association

Why Coffee Expo Seoul?

1. TIMING Largest coffee exhibition highlighting industry news and newest products in the first half of the year at the most popular exhibition center in Seoul, Korea.

2. TREND There is a greater demand for high quality coffee beans in Korea. The coffee trend is affecting the coffee market to grow over worth 6 Trillion Won according to AT (Korea Agro-Fisheries & Food Trade Corporation) Ministry of Agriculture, Food and Rural Affairs.

3. MARKET According to the Korea Customs Service, Coffee related products importation rate is breaking its record annually at a very high rate. Coffee related products importation was almost 16 million ton, 7% increase from the previous year.

4. BUYER Local and overseas buyers are invited to the exhibition! Private cafe owners and those wanting to start a cafe business visit the exhibition to study new trends and purchase items.

5. PROMOTION Exposure through various marketing channels such as Social Media (Facebook, Blog), Marketing, Brand Book, Official Coffee Expo Seoul (Korean, English, Japanese, Chinese) website, Media News and Press.

Exhibit Items



Premium Coffees & Teas

Varieties of green and roasted coffee beans (espresso to blended), instant coffee, tea leaves, tea bags



Hot & Cold Beverage

All types of beverage, Related products and ingredients, milks, creams and related dairy products, honey, sugars, syrups and sweeteners, chicory, cinnamon and other raw ingredients



Machinery and Equipment

State-of-the-art coffee machines, equipment and ice makers, drink dispensers, juice and smoothie blenders, coffee grinders, soda foundations, and kitchen appliances



Gourmet Foods

Baked goods, desserts, biscuits, ice cream, chocolate, confectionery, cocoa based products, candy and sweetened fruits



Franchise and Shop Supplies

Cutlery, tableware, storage, furniture, interior decoration, bar accessories, coffee shop consulting, and home café supplies

Results from Coffee Expo Seoul 2018

215 Companies (33 overseas), 778 Booths, 9 Countries, 43,486 Visitors



Number of exhibitors increased by 286% from the 1st edition in 2012

The number of exhibitors has steadily increased over the years, and Coffee Expo Seoul has matured to become one of the best exhibitions encompassing all aspects of the coffee industry.



High Satisfaction Rate

Most of the exhibitors were satisfied with meeting both domestic and international buyers. (31% Very Satisfied | 50% Satisfied | 19% Average) Coffee Expo Seoul strives to organize exhibition, where exhibitors can gain positive results through their participation!



2018 exhibitors plan to re-participate again

Several exhibitors from 2018 are planning to re-participate the following year due to positive results and increased sales through the exhibition.



Visitor's Satisfaction rate is 98%

More than 43,000 visitors in the coffee industry visited the exhibition, and they expressed satisfaction with the Coffee Expo Seoul.

2019 Concurrent Program

Drink & Dessert Show 2019 (DD Show)

Space for trendy drinks & premium dessert!

Organizer | Coex Co., Ltd

Host | Beatrice

Dates | April 11th (Thu) ~ 14th (Sun), 2019

Venue | Coex Hall C (3rd Floor)

Scale | 130 Companies, 400 Booths (including events)

2019 World Super Barista Championship (WSBC)

Who will be the title of "2019 World Barista Champion"?

Organizer | Coex Co., Ltd

Host | Korea Coffee Association

Description | Round of 64 to finals

Award | Total Prize Money \$64,000

Guest Country

Introduction of Guest Country's culture & coffee products!

2018 Costa Rica | Café de Costa Rica

2017 Indonesia | Trade with Remarkable Indonesia

2016 Brazil | Viva! Café Brasil

2015 Colombia | Seed to Cup

Best New Product Awards

Find the best new items of 2019!

Organizer | Best New Product Awards Organizing Committee

Host | Coex Co., Ltd, Korea Coffee Association

Description | New products developed in Korea will be selected, showcased and awarded