

## Coffee Expo Seoul 2019 Post Show Report

### Show Profile

Title	Coffee Expo Seoul 2019
Periods	April 11 (Thu.) – 14 (Sun.), 2019 (4 days)
Venue	Coex Halls A & B Seoul, Korea
Scales	Exhibitors : 224 companies 788 booths Visitors : 47,909
Organizers	Coex Co., Ltd Korea Coffee Association
Guest Country	Guatemala
Concurrent Exhibition	Drink & Dessert Show Coex Hall C, Seoul, Korea
Events	- 8 <sup>th</sup> World Super Barista Championships - Mint Label (new product showcase, education sessions) - Marketing Stage (Guest Country presentation, coffee presentation, product presentations, press conferences and launching events) - Coffee FUNATION (Donate and make your own 'Coffee Air Freshener')
Ticket Price	Business Day (April 11 -12) : 30,000 KRW Public Day (April 13 - 14) : 10,000 KRW
Website	www.coffeeexposeoul.com (English) www.coffeexpo.co.kr (Korean)
Next Show	Coffee Expo Seoul 2020 April 9 (Thu.) – 12 (Sun.), 2020 (4 days) Venue : Coex Halls A, B & D

### Exhibitors List

Follow the Link: <http://coffeeexposeoul.com/exhibitors-list/>

### Follow Coffee Expo Seoul

#### Social Media Accounts

- **Facebook** : [www.facebook.com/CoffeeExpoSeoul](http://www.facebook.com/CoffeeExpoSeoul)
- **Instagram** : [instagram.com/seoulcoffeeexpo](http://instagram.com/seoulcoffeeexpo)

# Hall Layout



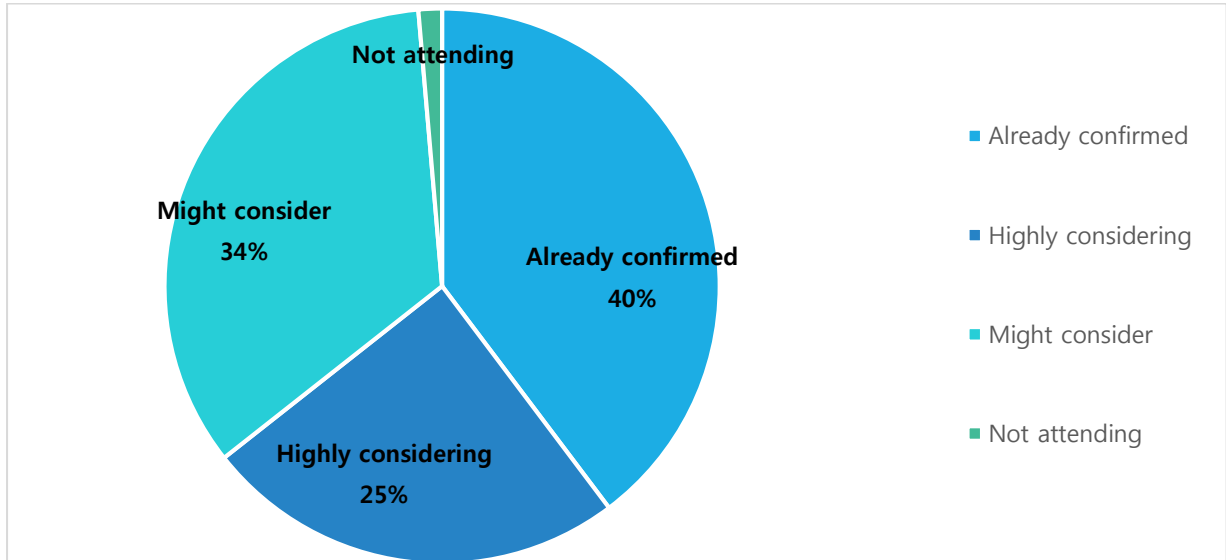
## Show Analysis

### Overseas Pavilion

Country	Company Name	Note:
Guatemala	Embassy of Guatemala	Official Guest Country
	Ana Café	
	CAMARA (Chamber of Commerce Guatemala-Korea)	
	FECCEG	
	LacCham	
	SCL, S.A	
	Comapania Agricola El Tirol	
	Mercon Guatemala	
	Cooperative of Agriculture Services Mokaj Samajela R.L.	
Hong Kong	Decent Espresso	
Thailand	Benjait Packaging	
Panama	Mercon Group	
Spain	Zummo	
Canada	TASSE COFFEE PROJECT	
Kenya	AGRICULTURE AND FOOD AUTHORITY-COFFEE DIRECTORATE	
Italy	Oro Caffè SRL	
Japan	Fabala	
Vietnam	IDD CORPORATION	
Taiwan	Jiyonson Co., Ltd	
Tanzania	God's Bridge Development Foundation Company Ltd.	
Kenya	The Embassy of the Republic of Kenya	
Colombia	Café 1959	
Vietnam	Coffee Expo Vietnam	Promotional Booth

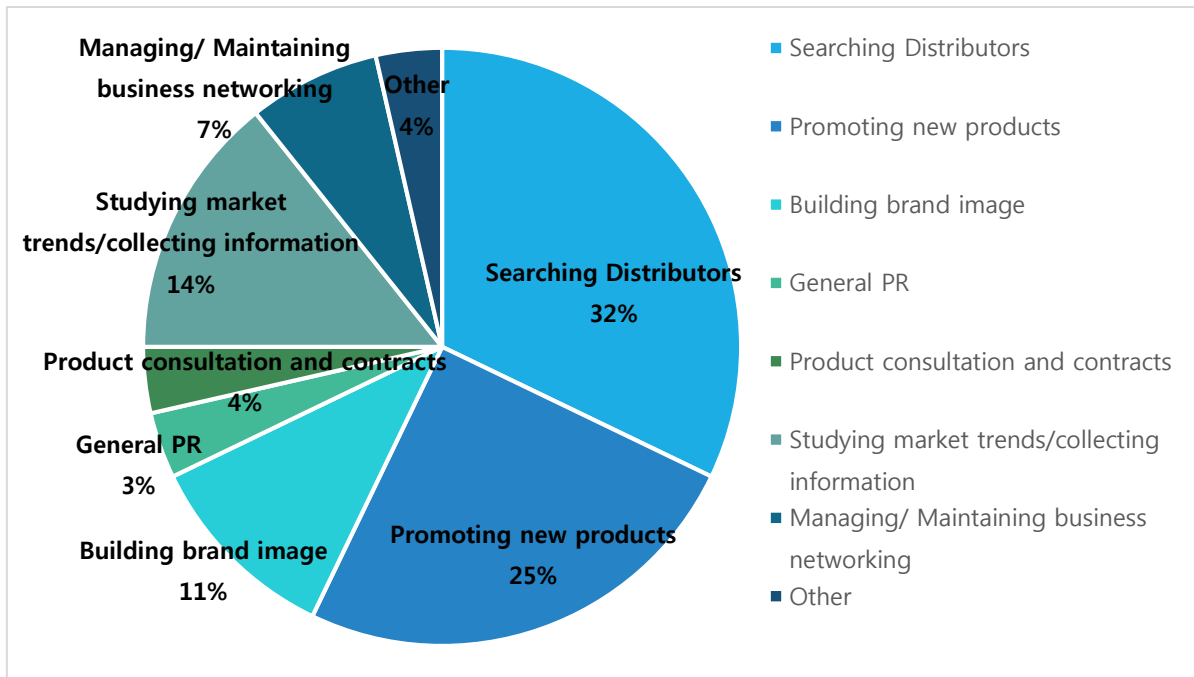
## Exhibitor Analysis

### Participation in Coffee Expo Seoul 2020 again (For All Exhibitors)

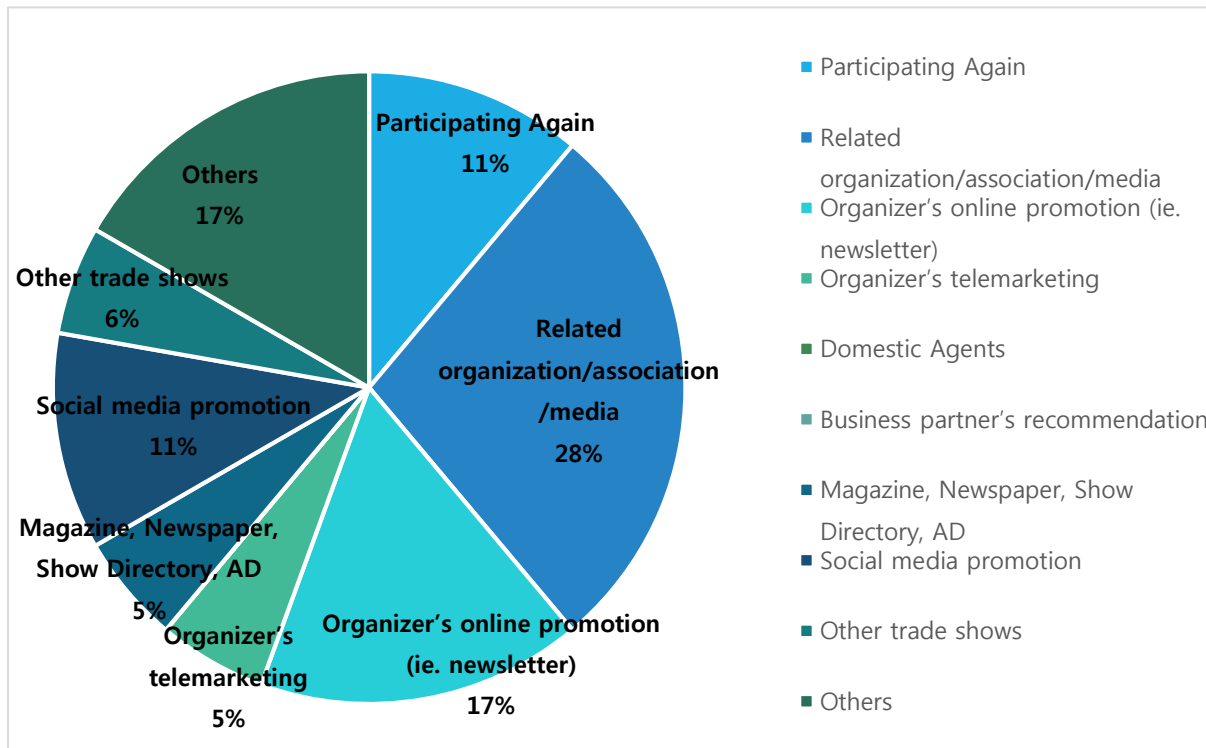


### Survey results (For Overseas Exhibitors)

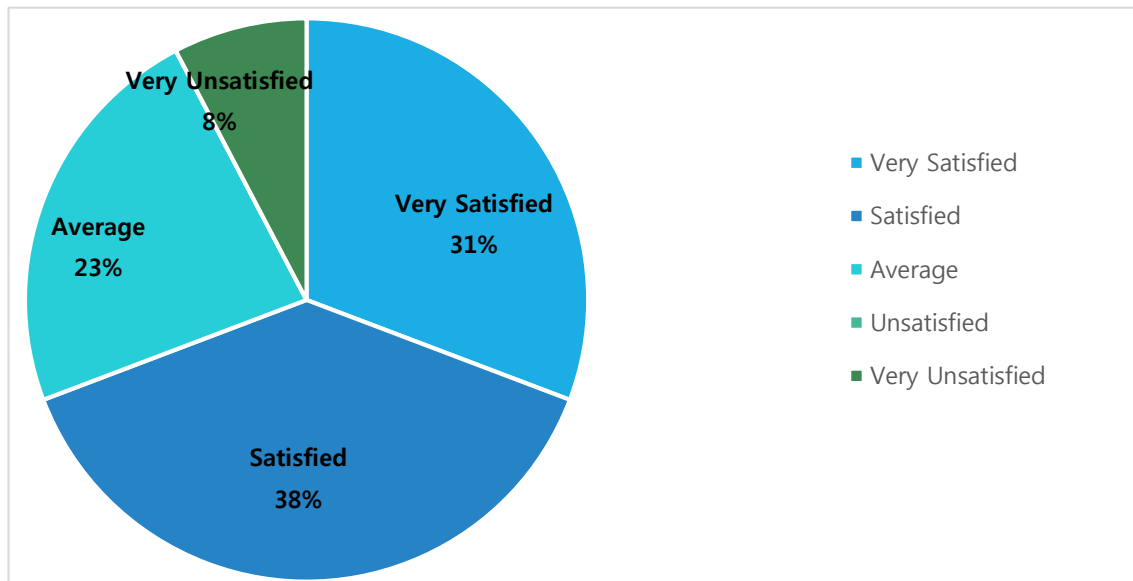
- What was the purpose of your participation at Coffee Expo Seoul 2019?



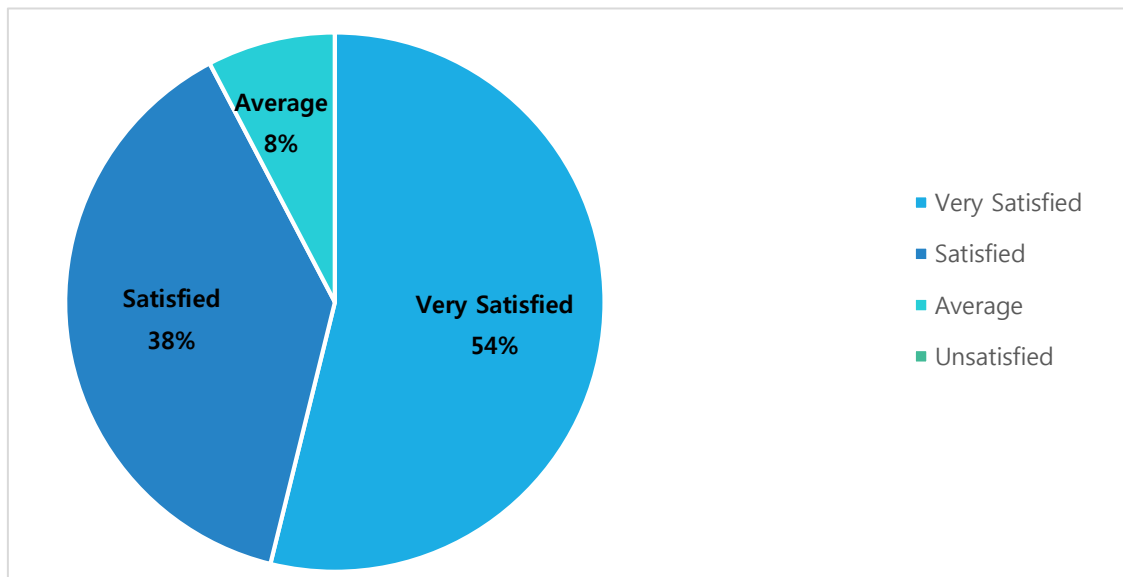
● What was your route to participating in Coffee Expo Seoul 2019?



● How satisfied with the overall experience at Coffee Expo Seoul 2019?



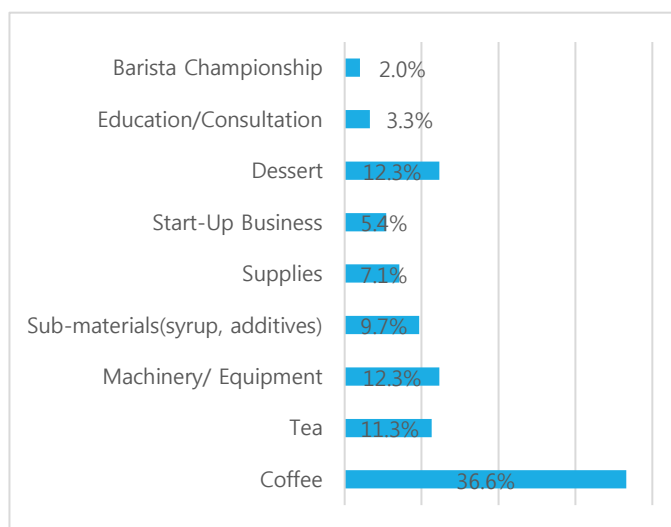
● How satisfied with the organizer's service at Coffee Expo Seoul 2019?



- ✧ 69% of exhibitors were satisfied with **meeting potential both domestic & international buyers**
- ✧ 85% of exhibitors were satisfied with their **booth locations** at Coffee Expo Seoul 2019
- ✧ 69% of exhibitors were satisfied with the **overall experience** at Coffee Expo Seoul 2019

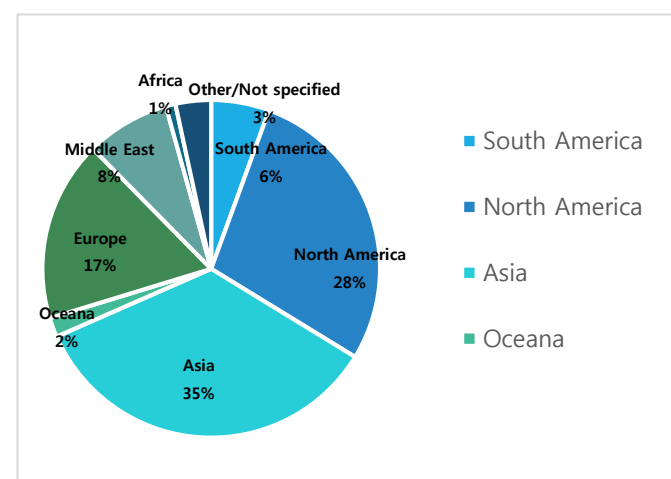
## Visitor Analysis Industry Sectors

Sector of Interest	Response	%
Coffee	13,248	36.6%
Tea	4,101	11.3%
Machinery/ Equipment	4,455	12.3%
Sub-materials(syrup, additives)	3,513	9.7%
Supplies	2,582	7.1%
Start-Up Business	1,950	5.4%
Dessert	4,457	12.3%
Education/Consultation	1,182	3.3%
Barista Championship	712	2.0%
<b>Total</b>	<b>36,200</b>	<b>100.0%</b>



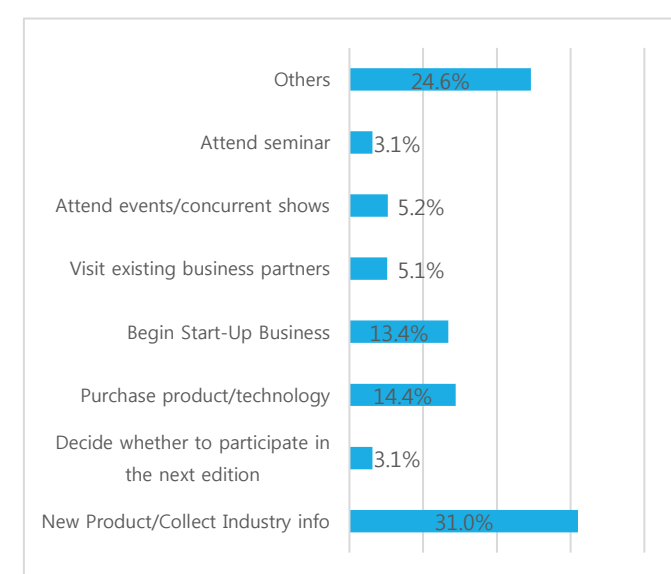
## Participation division by Region

Region	Response	%
South America	18	5.6%
North America	91	28.2%
Asia	112	34.7%
Oceania	6	1.9%
Europe	56	17.3%
Middle East	26	8.0%
Africa	3	0.9%
Other/Not specified	11	3.4%
<b>Total</b>	<b>323</b>	<b>100.0%</b>



## Purpose of Visit

Purpose of Visit	Response	%
New Product/Collect Industry info	6,799	31.0%
Decide whether to participate in the next edition	684	3.1%
Purchase product/technology	3,160	14.4%
Begin Start-Up Business	2,943	13.4%
Visit existing business partners	1,115	5.1%
Attend events/concurrent shows	1,137	5.2%
Attend seminar	677	3.1%
Others	5,383	24.6%
<b>Total</b>	<b>21,898</b>	<b>100.0%</b>



## Photo Gallery

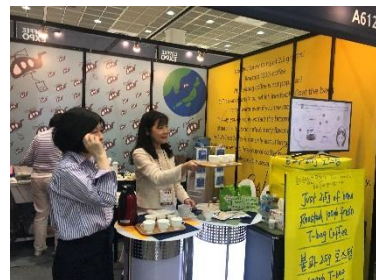
### The Exhibition



### Guest Country: Guatemala



### Exhibitors



### Barista Championship



### Marketing Stage



### Exhibits Item

