



**Benefits for the Guest Country of
Coffee Expo Seoul 2020**
April 9 (Thu) – April 12 (Sun), 2020

➤ **Free Exhibition Space**

Maximum **90 sqm** of exhibition space for the “Guest Country” in front of the main entrance of Hall A, Coex

* **Please note:** The construction of the Pavilion as well as the renting of furniture and other decorations must be financed by the Embassy and/or the Participating Organization. List of recommended constructors are available.

➤ **Promotion and Marketing of the “Guest Country”**

Promotion of the Guest Country via Coffee Expo Seoul official website and social media, distribution of press release, and one time slot at the Marketing Stage

➤ **Special Section in the Official Show Directory**

Special space outlining “Guest Country” and the country’s coffee industry on the official directory in addition to the listing of all participants

➤ **Business Matching Service Assistance**

Assistance in meeting arrangement with Korean Coffee Association for opportunities to meet with Korean buyers of green and roasted coffee beans

These exclusive benefits are only for “Guest Country” in order to provide the embassy(s) and/or related coffee organization(s) with a platform to promote their coffee industry, products and culture.

If any questions regarding the above benefits, please do not hesitate to contact the Coffee Expo Seoul Secretariat using the details below.

Coffee Expo Seoul 2020 Secretariat



**to be Guest Country of
Coffee Expo Seoul 2020
April 9 (Thu) – April 12 (Sun), 2020**

How to apply:

In order to apply to be selected as the Official Guest Country of Coffee Expo Seoul 2020, please submit the following proposal and documents:

1. A brief overview of the Embassy's objective, marketing plan and exhibit items at Coffee Expo Seoul 2020. (i.e., theme, planned activities and promotions, products, types of prospective companies from home country, etc)
2. Explanation of why your country should be chosen as the Guest Country of Coffee Expo Seoul 2020. (country's coffee history, signature coffee beans/products, significant coffee exporter, relations to Korea and its coffee industry)

The above two are to be submitted no later than **August 16th (Friday), 2019.**



For more information please contact us below:

Coffee Expo Seoul Secretariat

Email: coffee.info@coex.co.kr

Tel: 02-6000-8160

For more information about Coffee Expo Seoul, please visit the website
coffeexposeoul.com



Participation Procedures Coffee Expo Seoul 2020

	Participation Steps	Deadline
1	Submit participation proposal to Secretariat	August 16, 2019
2	Proposals reviewed by Secretariat	August 2019
3	Guest Country 2020 Announced	September 2019
4	First Planning Meeting & Participation Confirmation	September 2019
5	Submit Application Form to Secretariat	October 2019
6	Invite & Confirm Participating Companies *If required, Complete Visa Approval process	Nov - Jan 2020
7	Submit Booth Design Layout for Confirmation & Complete Construction Deposit	February 2020
8	Finalize Marketing Session, Opening Ceremony & Submit Guest Country Profile	End of Feb 2020
9	Submit Utilities & Furniture Rental Application Forms	March 6, 2020
10	Complete Any Remaining Balance & Additional Forms	March 13, 2020
11	Opening Ceremony & Marketing Stage Set Up	April 9, 2020

*If needed, upon receipt of all necessary documents, Coex will provide a **notarized invitation letter** and **Coex business certificate** to support visa applications.

Division of Roles:

Guest Country

- ✓ Submit a proposal
- ✓ Submit application form and other documents
- ✓ Invite and confirm participating companies
- ✓ Confirm booth design and complete booth construction, utilities and furniture payment
- ✓ Organize and plan the content of the marketing stage sessions, and manage on-site
- ✓ Prepare Opening Ceremony & Photo Session

Coex

- ✓ Review Participation Proposals
- ✓ Select & announce the Guest Country of 2020
- ✓ Liaise with participating companies regarding visas, booths, and promotion
- ✓ Assist in meeting arrangement with Korean Coffee Association and Korean buyers
- ✓ Support Official Guest Country with any other arrangements and promotional activities
- ✓ Liaise with PR agency and Coex PR Team for the photo session at the Opening Ceremony



Why Participate? As a Guest Country of Coffee Expo Seoul 2020 April 9 (Thu) – April 12 (Sun), 2020

Promote

- Your Country & Culture
- Your Coffee Beans or Brands (including machines)
- Your Coffee Consuming Culture

Support

- Your Country's Big Events (i.e. Olympics)
- Coffee related companies, business and associations

Encourage

- Entering into the Korean Market and its neighboring countries
- Spreading your country's culture to Korea

