



Coffee Expo Seoul 2018

April 5 - 8, 2018 | Coex Hall A&B, Seoul, Korea

Show Overview

Title | Coffee Expo Seoul 2018

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

Dates | April 5th (Thu) – April 8th (Sun), 2018

Expected Scale | 250 Companies, 800 Booths

Organizer | Coex Co., Ltd, Korea Coffee Association

Concurrent Events

- Official Guest Country
- World Super Barista Championship
- Mint Label : New Product Showcase
- Marketing Stage : Product Presentations, Press Conference
- Coffeation : Specialty Roaster Café Pavilion
- Education Sessions

Exhibit Items



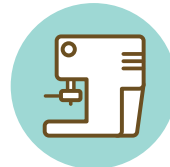
Premium Coffees & Teas

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



Hot & Cold Beverage Related Products & Ingredients

Milks, creams and related dairy products, honey, sugars, syrups and sweeteners, chicory, cinnamon and other raw ingredients



Machinery & 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 & Shop Supplies

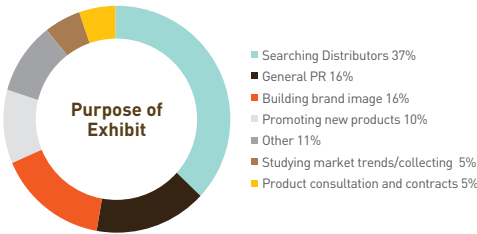
Cutlery, tableware, storage, furniture, interior decoration, bar accessories, and coffee shop consulting, and home café supplies

Results from Coffee Expo Seoul 2017

Title | The 6th Coffee Expo Seoul
Venue | Coex Hall A & B (18,378m²)Seoul, South Korea
Dates | April 6th (Thu) – 9th (Sun), 2017
Scale | 267 Companies (29 overseas), 750 Booths (25 overseas), 10 countries 39,427 Visitors
Guest Country | Indonesia (Organized by ITPC Busan)

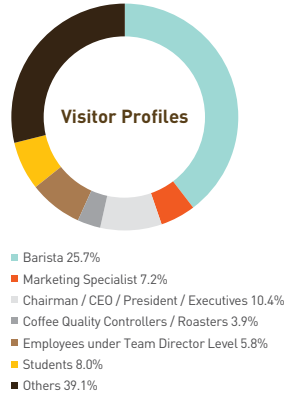
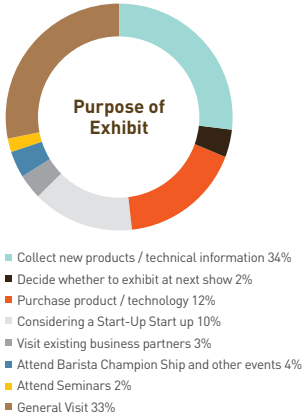
Exhibitors Analysis

Overseas Exhibitors: **29**Companies, **25**Booths, **9**Countries



- **93%** of exhibitors are **considering or already confirmed to participate again** in next edition of Coffee Expo Seoul
- **85%** of exhibitors were satisfied with **meeting potential both domestic & international buyers**
- **93%** of exhibitors were satisfied with their **booth locations** at Coffee Expo Seoul 2017

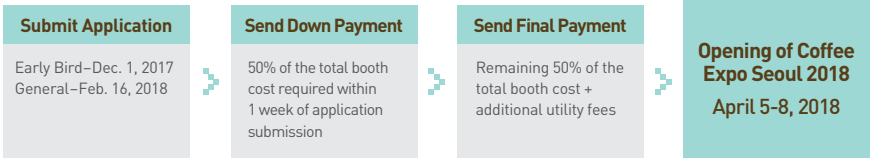
Visitors Analysis



Message from ITPC Busan – Organizer of Official Guest Country of Coffee Expo Seoul 2017

"By all means, we want to express my gratitude to COEX and the Korea Coffee Association which co-organized such very exceptional event. Coffee Expo Seoul has established a tradition of leading coffee exhibitions with tremendous potential business in wide variety of coffee commodities. It has been a pleasure to be invited as a Guest Country in such event. We also found the whole event process stress free due our delightful cooperation and in the end was very pleased with the outcome which was far more than I had hoped for. This year Indonesia strongly eager to develop more expansion Indonesia specialty coffee by introducing a variety of coffee beans from different regions. Our essential purpose to bridge a improving cooperation for better future coffee market in the world. Lastly, that event is a beginning of our cooperation and we are looking forward to the upcoming events. Thank you to COEX staff for an excellent fascinating and friendly service."

Participation Guidelines



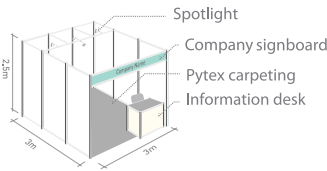
Application Guidelines

Booth Fees and Deadlines

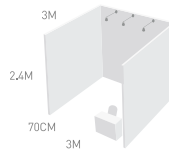
Application Category	Booth Type	Unit Price
Early Bird Registration (Due Dec. 1, 2017)	Space Only	USD 2,100
	Shell Scheme	USD 2,500
	Premium	USD 2,900
General Registration (Due Feb. 16, 2018)	Space Only	USD 2,300
	Shell Scheme	USD 2,700
	Premium	USD 3,100

- Minimum units for a Space Only Booth : Two or more booths
- Corner booth (two sides open): USD 300 additional charge

Shell Scheme



Premium Booth



Submit application to Coffee Expo Seoul Secretariat via fax or email.
Fax. +82-2-6944-8302 **Email** coffee.info@coex.co.kr

Business Program

Program	Participation Fee	Note
Mint Label Showcase	Exhibit USD 2,000/product	- Limited to 2018 new products - Optional for additional facilities needed for demonstration
	Video USD 500/product	
	Directory USD 500/product	
Marketing Stage Session	USD 1,000/session (Max. 20 people)	Marketing Stage inside the exhibition hall
Education Session	USD 2,000/half a day (Max. 100 people)	3F, Conference Room

National Pavilion Package

National Pavilion Package Benefits

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. For more information please contact Coffee Expo Seoul Secretariat.

Coffee Expo Seoul Secretariat

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