



Coffee Expo Seoul 2015, April 9th-12th

Post Show Report

Show Profile

| | |
|------------------|--|
| Title | CES 2015 Coffee Expo Seoul 2015 |
| Periods | April 9 th (Thu) – 12 th (Sun), 2015 (4 days) |
| Venue | Coex Hall A, Seoul, Korea (10,368 sqm) |
| Scales | Exhibitors : 144 companies 506 booths (Overseas 19 companies from 10 countries, 28 booths) Visitors : 33,000 |
| Organizer | Coex Co., Ltd  Korea Coffee Association  |
| Concurrent Event | 4 th World Super Barista Championships, Mint Label (new product showcase, education sessions), Marketing Stage (product presentations, press conferences and launching events) |
| Guest Country | Colombia |
| Ticket Price | Business Day (April 9 th -10 th) : 30,000 KRW Public Day (April 11 th -12 th) : 10,000 KRW |
| Website | coffeexposeoul.com (English) www.coffeexpo.co.kr/wp2014/ (Korean) |
| Next Show | Coffee Expo Seoul 2016 April 14 th (Thu) – 17 th (Sun), 2016 (4 days) Venue : Coex Halls A & B |

Coffee Expo Secretariat - Michelle Kim (Overseas Marketer at Coffee Expo)

Tel. 82.2.6000.8240 Email. michkim@coex.co.kr

Hall Layout

2015서울커피엑스포 부스 배치도

- PREMIUM COFFEES & TEAS, QUALITY GOODS**
상위, 원두, 차, 각종 음료, 향유, 커피, 차의 부재료, 음용머신
- TOP DOMESTIC & FOREIGN BRANDS**
로스팅업, 그라인더, 에스프레소 머신 등 관련기기, 장비
- UNIQUE INNOVATIVE PRODUCTS**
음용, 기기
- GOURMET FOODS**
커피파우더, 차파우더, 차아이스크림, 우유음
- STRONG MEDIA NETWORK FOREIGN EXHIBITORS**
전시, 체험행사
- GUEST COUNTRY COLOMBIA**
주한국 콜롬비아

Mr.빈과 함께하는 4일간의 커피여행 지금 시작하시죠!

The hall layout map shows a grid of booths numbered from 700 to 1100. Exhibitor names are listed in each booth, such as '700 유진커피', '701 유진커피', '702 유진커피', etc. The map also includes an entrance arrow at the bottom center and a staircase icon at the bottom right.

Exhibitors List

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

Follow Coffee Expo Seoul

SNS Accounts

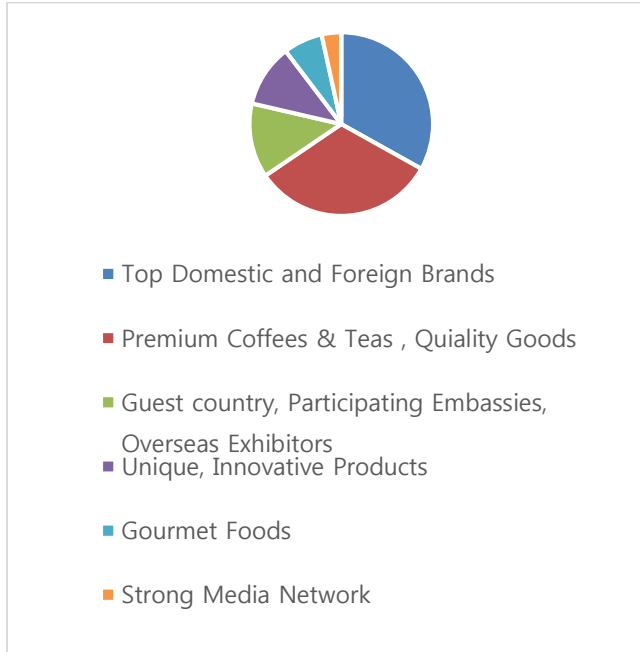
- Facebook : <https://www.facebook.com/CoffeeExpoSeoul>
- Twitter : <https://twitter.com/coffeexposeoul>

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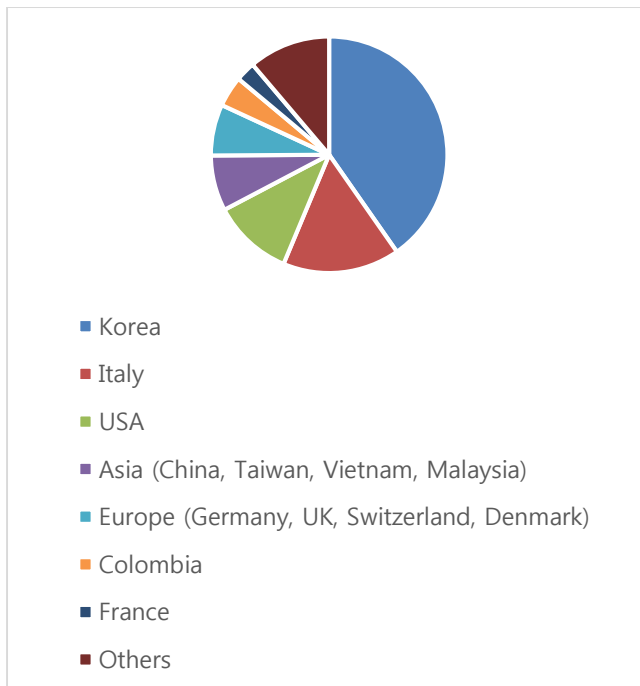
Exhibitor Analysis

Industry Sectors



| | |
|--|------------|
| Top Domestic & Foreign Brands | 33 |
| Premium Coffees & Teas Quality Goods | 32 |
| Guest Country, Participating Embassies, Overseas Exhibitors | 13 |
| Unique, Innovative Products | 11 |
| Gourmet Foods | 7 |
| Strong Media Network | 4 |
| Total | 100 |

Domestic & Foreign Brands



| | |
|---|------------|
| Korea | 40.3 |
| Italy | 16 |
| USA | 11 |
| Asia (China, Taiwan, Vietnam, Malaysia) | 7.6 |
| Europe (Germany, UK, Switzerland, Denmark) | 7 |
| Colombia | 4.2 |
| France | 2.7 |
| Others | 11.2 |
| Total | 100 |

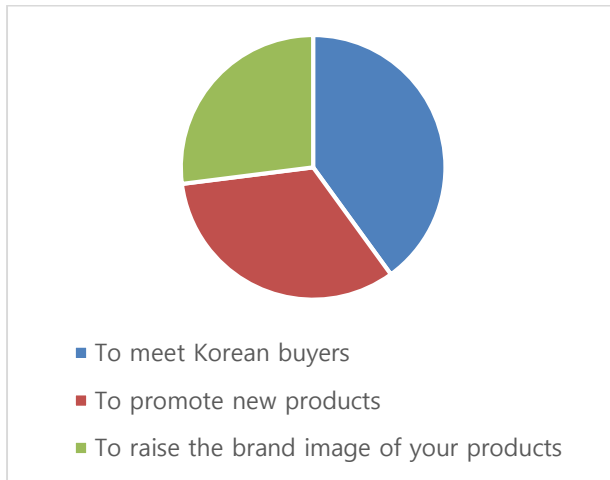
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Show Analysis

Survey results (for Overseas Exhibitors)

- What was the purpose of your participation at Coffee Expo Seoul 2015?



| | |
|---|------------|
| To meet Korean buyers | 40 |
| To promote new products | 33 |
| To raise the brand image of your products | 27 |
| Total | 100 |

80% of exhibitors were **very satisfied with overall performance** at Coffee Expo Seoul 2015, when others are satisfied.

75% of exhibitors said they **will participate in next show**

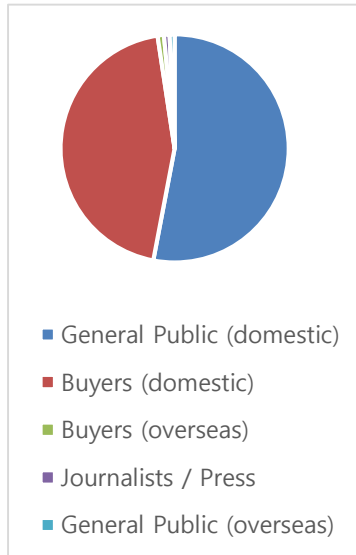
88% of exhibitors were satisfied with **meeting potential both domestic & international buyers**

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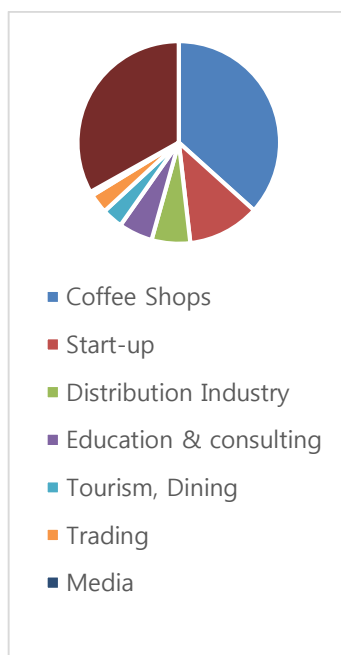
Visitor Analysis

Visitor Profiles



| | | |
|----------------------------------|---------------|------------|
| General Public (domestic) | 17,179 | 53.0 |
| Buyers (domestic) | 14,480 | 44.6 |
| Buyers (overseas) | 305 | 0.9 |
| Journalists / Press | 250 | 0.8 |
| General Public (overseas) | 227 | 0.7 |
| Total | 32,441 | 100 |

Buyer Industry Sectors

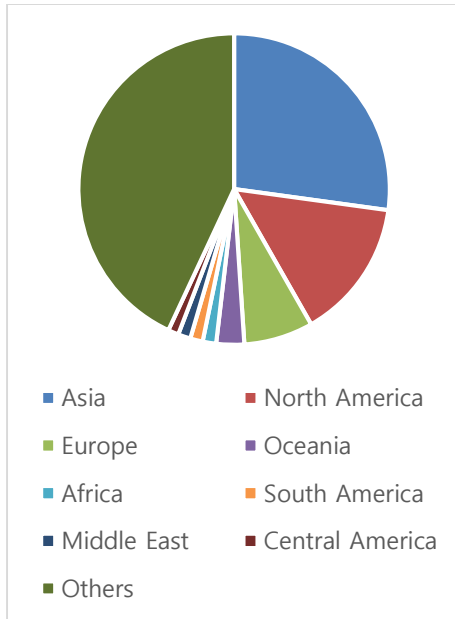


| | |
|-----------------------------------|------------|
| Manage Coffee Shops | 35.1 |
| Start-up | 11 |
| Distribution Industry | 5.9 |
| Education & consulting | 5.2 |
| Tourism, Dining | 3.2 |
| Trading | 3 |
| Media | 0.6 |
| Others | 31.7 |
| Total | 100 |

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Overseas Visitors (Continent)



| | | |
|------------------------|------------|------------|
| Asia | 151 | 27.2 |
| North America | 81 | 14.6 |
| Europe | 40 | 7.2 |
| Oceania | 16 | 2.9 |
| Africa | 8 | 1.4 |
| South America | 7 | 1.3 |
| Middle East | 7 | 1.3 |
| Central America | 6 | 1.1 |
| Others | 239 | 43.1 |
| Total | 555 | 100 |

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Photo Gallery

The Exhibition



Guest Country, Barista Championship, Mint Label



Exhibit Items



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