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Hosted by



GWANGJU CITY

Organized by

Gwangju Tourism Organization

The 19th Global Food & Beverage Exhibition



THE REGION OF GOURMET K-FOOD

# GWANGJU FOOD FAIR

# 2024

OCTOBER 17TH (THU)  
- 20TH(SUN), 2024  
KIMDAEJUNG  
CONVENTION CENTER,  
KOREA

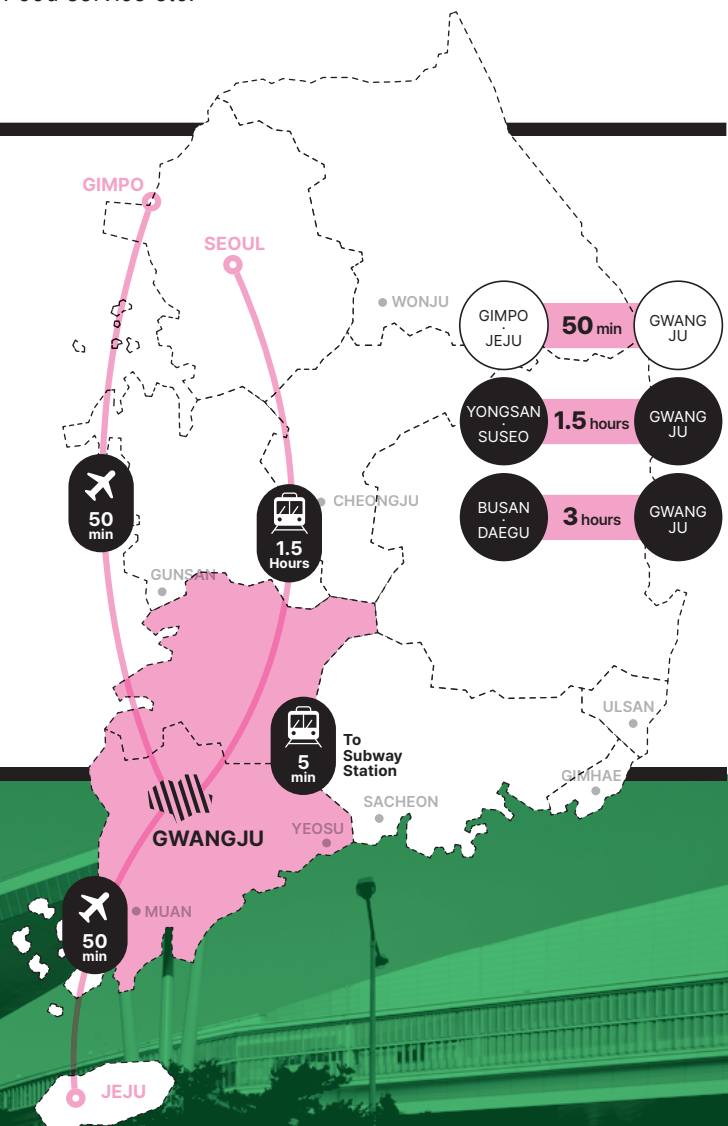
BETTER EXPERIENCE  
FOR YOUR BETTER BUSINESS

Gwangju Food Fair is the only and biggest food fair in Honam Region, regarding Local Food, Health Supplement, Dessert and Beverage, Food Machinery. Gwangju Food Fair hosted by Gwangju Metropolitan City, only once in a year, has been held for the past 19 years and has become the most popular B2C and B2B food fair.

This exhibition is to provide the best business platform for the food and beverage industry. The event is expected for a trading, knowledge and a networking platform where you can find focused business with potential international buyers from small and large Retail, Manufactures, Food service etc.

# THE REGION OF GOURMET K-FOOD

Gwangju is known as the region of gourmet K-food in Korea. As Korean food has drawn much worldwide attention, captivating Gwangju citizens' taste can be capturing Korean tastes preferences.



# KIMDAEJUNG CONVENTION CENTER

Gwangju Tourism Organization, as an international scale state-of-the-art exhibition convention center with 12,027 m<sup>2</sup> of exhibition floor area, a total of 29 conference rooms and a 3,000 seat capacity multi-purpose hall, has successfully hosted numerous international events such as Gwangju summit of Nobel Peace Laureates, World Hydrogen Energy Conference, World Design Organization general assembly, Gwangju Summer Universiade etc thus positioning itself as Honam region's largest exhibition convention center.

# 40K

visitors

# 96%

satisfaction with  
the exhibition operation

# 9,072m<sup>2</sup>

300 exhibitors 450 booths

# 99%

satisfaction with  
the Kimdaejung Convention Center

# 90%

exhibitor's satisfaction  
with the buyers

## EXHIBIT CATEGORIES

MEAT



SEAFOOD



DAIRY



FRESH  
PRODUCE



PROCESSED  
FOOD



FROZEN  
FOOD



SWEET  
& SNACK



BAKERY



NATURAL  
& ORGANICS



HMR



VEGAN



SPECIALTY  
TEA & COFFEE



FOOD  
INGREDIENTS



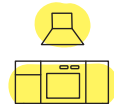
WINE  
& ALCOHOL



BEER



FOOD TECH



FOOD SERVICE  
EQUIPMENT



COLD CHAIN  
& LOGISTIC



# THE 5 POINTS OF THE REASONS WHY GWANGJU FOOD FAIR



## 1:1 BUSINESS MEETING

You can find out various and unique K-food products made of agricultural produce from Honam-region. It provides business meeting opportunities between exhibitors and high qualified buyers. Also, it is a great chance to discover a variety of global food products and expand your food business by communicating with visitors and buyers face to face onsite. We support one-stop consulting on large domestic distribution and exports through participation by Korean ministries of food safety and trade inspection such as HACCP, MSS, MFDS, KCS, etc.



## FREE FOOD SEMINARS

Food industry influencer seminars and Food trend seminars are provided for free. Exhibitors are now able to sell their products and services all around the world. Meanwhile, visitors can search, order and purchase the goods they need, when they need. Now the food businesses have to discover all the newest trends as soon as possible, meet the right business partners and face the challenges for achieving the sustainable development goals.



## FUN AND JOYFUL PROGRAMMES

Gwangju Food Fair provides a number of events such as Photo spot and free photo booth, Food making program, Free sampled booth, Gourmet Stamp Tour. The contents will supply visitors with something they are actively seeking.



## HIGH ACCESSIBILITY LOCATED AT THE CENTER OF CITY

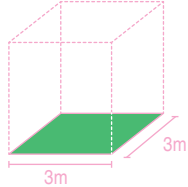
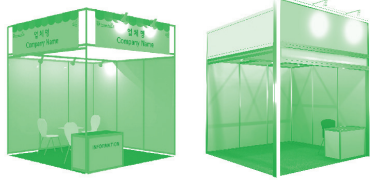
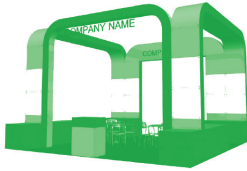
Gwangju is a major transportation hub. It takes 90min to Capital Area, 40minutes to Muan Intl, Airport. It can be accessed to every city of Korea within 2hours by KTX and SRT. Visitors can reach Kimdaejeung Convention Center in 10minutes by subway from Gwangju Songjeong Station, and can arrive at Holiday Inn Gwangju Hotel in 5minutes walk from Kimdaejeung Convention Center.



## AN EXTENSIVE MARKETING AND PROMOTIONAL CAMPAIGN

A before, during and after the exhibition marketing and promotional campaign to attract visitors and buyers via online and offline. Dedicated efforts to connect you and pre-arrange meetings with pre-qualified buyers. The promotion methods include the following channels: Media Advertisement, Social Media, Newsletter & Direct mailers, Industry and government relations, Outdoor advertising, Online business matching

# BOOTH TYPE

<b>ONLY SPACE</b>	<b>1700 US\$</b> (Min 2 Booth)	<ul style="list-style-type: none"> <li>This option provides space only. You must provide your own stand, fittings and furniture.</li> <li>Exhibitors must hire booth contractors who are officially registered under KDJ center.</li> <li>- Recommended for Exhibitors who want their own booth designs or have a fixed design guideline they have to follow.</li> </ul>	
<b>BASIC SHELL STAND</b>	<b>2000 US\$</b>	<ul style="list-style-type: none"> <li>Fasica Board, Walls</li> <li>Carpeting</li> <li>1 power outlet (1KW of electricity)</li> <li>3 Spotlights</li> <li>1 info counter, 3 chairs, 1 table</li> <li>- The booth image is only for your reference.</li> </ul>	
<b>PREMIUM SHELL STAND</b>	<b>2300 US\$</b>		
<b>CUSTOMIZING STAND</b>	<b>4000 US\$</b> (Min 2 Booth)	<ul style="list-style-type: none"> <li>Fasica Board, block system construction, wall graphics</li> <li>Carpeting, Power outlet, Spotlight</li> <li>Info counter, chair, table</li> <li>- Lighting &amp; Furniture will vary depending on booth size.</li> <li>- Recommended for exhibitors who want to stand out among other standard booth exhibitors.</li> <li>- The booth image is only for your reference.</li> </ul>	

## INCENTIVES FOR EXHIBITORS

Contact food@foodshow.kr

**Early Bird  
Discount**

1ST

**20% OFF**  
(~MAY 31<sup>TH</sup>)

2ND

**10% OFF**  
(~JULY 31<sup>TH</sup>)

\*Based on deposit payment date



**Submit Application  
(online)**

Business license  
submission required  
(~2024. 9. 13)



**Make 1st payment  
(deposit)**

Make 1st payment within  
7days after receiving the invoice  
(50% of the total amount)



**Make 2nd payment  
(balance)**

Make 2nd payment by  
September 14<sup>TH</sup>



**Participate  
Gwangju Food Fair 2024**

2024.10. 17.(THU)  
~ 20. (SUN)

## INCENTIVES FOR FOREIGN BUYERS AND EXHIBITORS

### BUYERS

- Air fare of **50%**
- Interpreter
- Accommodation  
(maximum 3 nights)

### EXHIBITORS

- One free booth provided  
with three purchased booths
- Airfare of 50% and Interpreter
- Accommodation (maximum 4 nights)

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**Contact**  
food@foodshow.kr



Don't miss any more news  
from **Gwangju Food Fair 2024!**



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