



COEX FOOD WEEK 2020

POST SHOW REPORT

In the middle of global COVID 19 situation, Coex Food Week 2020 had been held off/online show successfully without any safety issue.

COEX FOOD WEEK 2020 was the largest Food exhibition in South Korea in 2020.

For the global food industry, we will broaden the sustainable business platform in 2021 as well.

COEX FOOD WEEK 2020

November 25th (Wed) – 28th (Sat), 2020

SHOW FACTS

Date	November 25 th (Wed) – 28 th (Sat), 4 Days
Organizer	Coex
Sponsor	Ministry of Agriculture, Korea Health Supplements Association, Seoul Metropolitan Government, Korea Food Research Institute, Korea Agency of HACCP Accreditation and Services
Certifications	UFI-approved Event, Int'l Certified Exhibition by Association of Korea Exhibition Industry(AKEI)
Venue	Coex Halls A, B
Show Division	<ul style="list-style-type: none">- Hall A1,2,3 : Premium Agriculture, Fisheries & Livestock, General F&B, Regional and Traditional Products, Overseas Companies- Hall A4 : Bakery Fair 2020- Hall B1 : Foodtech Industry Technology Show Korea(FITSK), Korea Foodtech Conference- Hall B2 : Korea Grand Sourcing Fair 2020- Online : Coex Food Week 2020 was also held online show during Nov. 1st ~ Nov. 30th.
Online Exhibition	<ul style="list-style-type: none">- Biz-matching program- Online Directory- Live Commerce: Coex Food Week opened a special deal on a mobile shopping application for the exhibitors who want to promote toward B2C targets. Consumers could make purchases while watching the live-streamed videos aired in the offline exhibition, and also could communicate with the expertise show-hosts and brand representative on time.

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SHOW FIGURES



EXHIBITOR

310 Companies, 654 Booths

More than 300 corporations participated in offline Coex Food Week. 12 Overseas exhibitors (42 booths) from Japan, Taiwan, Hong Kong, China, Germany, Italy, also participated in the offline show.

In Coex Food Week 2020, we had a global sponsor, “Red Gold From Europe”, which is a campaign of ANICAV(National Association of Vegetable Food Preserves in Italy) and financed by the EU.



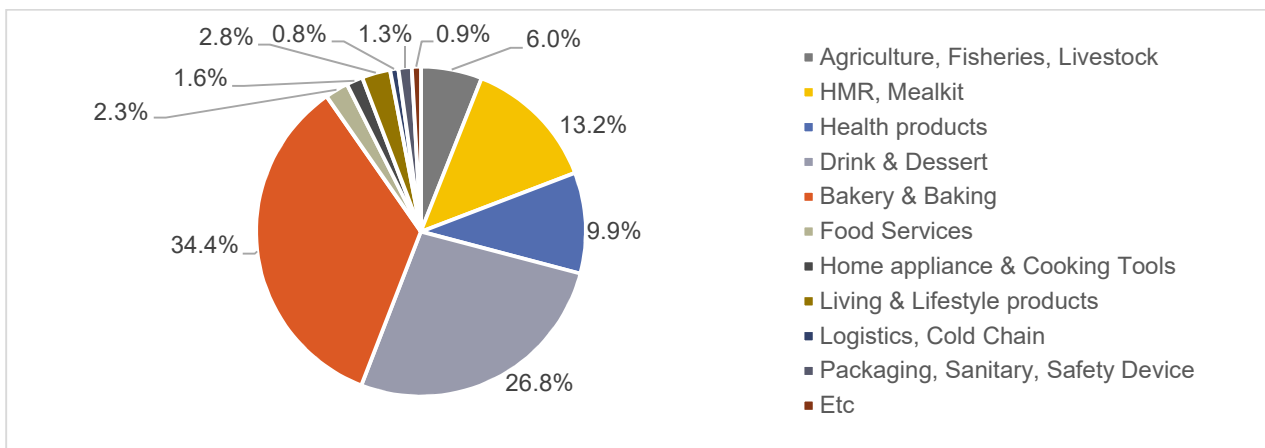
VISITOR

16,872 Visitors, 1,029 Buyers

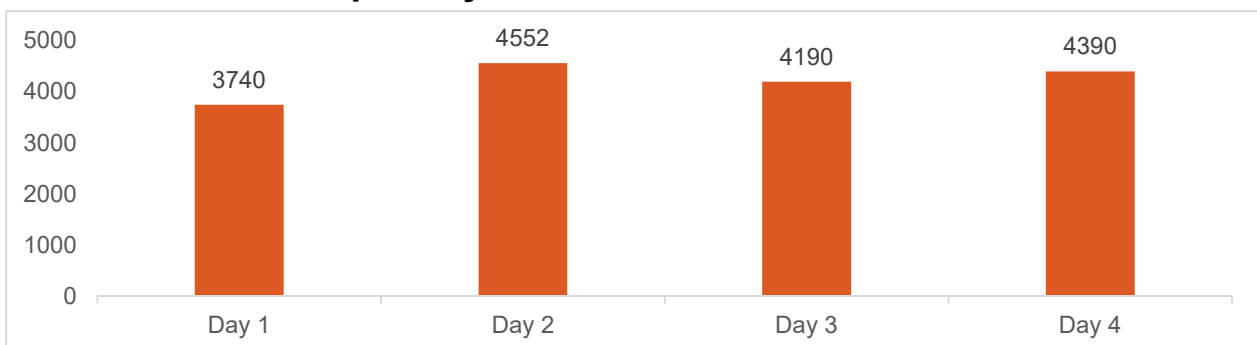
16,872 consumers visited the exhibition halls and more than 1,000 buyers joined our show through offline & online channels.

With the thorough COVID 19 prevention process, Coex Food Week made a safe and stable show showing the new standard for the post COVID era.

Breakdown of Visitor's interest



Number of Visitors per day



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1:1 Business Meeting Results

Seller – Buyer B2B Meeting

Overseas Buyers	<p>39 Companies, 81 Buyers from 34 Countries such as Singapore, China, Indonesia, UAE and more.</p> <p>- Number of meetings : 85 meetings (online)</p>
Domestic Buyers	<p>27 Companies, 72 Invited buyers from companies such as Shinsegae Department Store, Kakao Makers, Mega mart and more, and 600 walked-in buyers.</p> <p>- Number of meetings : 122 meetings (Walked-in meetings are not included)</p>



Buyers Interview

Domestic Buyers	Shinsegae Dept. Store	It was remarkable that a lot of exhibitors with local products have their own story behind the products. Not only their manufacturing processes were excellent, but they also can afford logistics, so we're regarding the further discussion about packaging and product composition.
	Kakao makers	Convenient products such as meal replacement products were noticeable in particularly. In addition, there were some companies that vary products by distribution channels. We are planning the next meeting with those trendy companies.
Overseas Buyers	Haier (China)	I was glad to meet the Korean company that I was interested in through this meeting program, and the meeting was smoothly processed even it was conducted online. We are looking forward to a good result.
	Lotte Mart (Indonesia)	Since a number of companies within the recommended exhibitors were appropriate in the Indonesian market, therefore 8 managers from each product category participated in meetings.