

USA PAVILION

KOREA INTERNATIONAL EXHIBITION CENTER • JULY 27-30, 2021



SFH
FOOD & HOTEL
SEOUL



OFFICIALLY ENDORSED BY THE USDA FOREIGN AGRICULTURAL SERVICE, WASHINGTON, DC AND THE AGRICULTURAL TRADE OFFICE SEOUL

MARKET INFORMATION

- South Korea is the 5th largest export market for American Agriculture
- 2016 imports of American food and agricultural products into Korea reached \$7 billion
- The United States remains the leading agricultural supplier to Korea with a 22 percent market share.

SHOW SECTORS

Meat & Poultry, Wine & Spirits, Cheese & Dairy, Grocery Products, Foodservice Equipment, Tinned & Preserved, Fruits & Vegetables, Beverages, Bakery & confectionery, Organic Products, Baby Foods, Hotel & Restaurant, Seafood, Tea & Coffee, Gourmet Foods, Frozen Foods, Food Supplements, Café Machinery

2019 SHOW AT A GLANCE

- 50,335 Visitors- 11% Increase from 2018
- 1,559 Exhibiting Companies
 - 664 International
 - 895 Domestic
- 36 National Pavilions

USA PAVILION & ATO SERVICES

Oak Overseas in Cooperation with ATO Seoul will organize the USA Pavilion. Located inside the International hall, the USA pavilion will house over 50 American suppliers. ATO Seoul will host:

- Exhibitor Orientation & Market Seminar
- Exhibitor Market Field Trip
- U.S Pavilion Opening Reception
- Walled meeting rooms, lounge space, and Internet access in the U.S. Business center
- Trade Consultation

SERVICE & AMENITY PACKAGE

Minimum 9 square meters per package

Optimize precious time with a cost-effective turnkey booth package. Other furnishings and 24 hr power available at additional cost.

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Seoul
- Marketing support services from the U.S. Agricultural Trade Office including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Exclusive USA Pavilion Exhibitor Lounge access w/ internet
- Assistance with hotel accommodations and shipping

**Exhibiting Overseas
Made Easy...**



- One individual entry in official show directory and USA Pavilion directory
- Exhibitor passes (as needed, with a maximum of 5 per booth)
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Daily booth cleaning
- Full booth design and construction
- Fascia board with firm name
- Carpeting
- One Lockable Reception Counter
- Two wall shelves (each 1 meter long)
- Three spotlights (110-watt long arm)
- One electrical outlet, 220 volt, 13 amp
including electricity during show hours
- One round table
- Three chairs & One barstool
- One Trash Bin

RESERVE YOUR BOOTH TODAY

Michele Aiken

Oak Overseas, Ltd.
 8611 Concord Mills Blvd. Ste 159
 Concord, NC 28027, USA
 Tel: +1 704.837.1980 x315
 Fax: +1 704.943.0853
 Email: maiken@oakoverseas.com

USDA/FAS Contacts

Mr. David White - Washington, D.C.
 Tel: +1 202.720.0858
 Fax: +1 202.690.4374
 Email: david.white1@usda.gov

Ms. Sun Young Yoo

Agriculture Trade Office Seoul, Korea
 Tel: +82 2.397.4554
 Fax: +82 2.720.7921
 Email: sunyoung.yoo@fas.usda.gov

USAPAVILION PACKAGE RATES

Regular Package/sqm **USD\$640**

Space Only Package/sqm **USD\$455**
Minimum 36sqm

Corner Premium Fee **USD\$500**