TRADE SHOW

SEOUL FOOD & HOTEL SHOW

Tuesday, Jun 9 - Friday, Jun 12, 2026
Registration: Tuesday, Dec 2, 2025 - Tuesday, Mar 31, 2026 | 8:00 AM
Seoul | Korea, Republic of | East Asia

https://www.wusata.org/e/XRYB5Y5

EVENT DETAILS

Sign up now to exhibit with WUSATA at the Seoul Food & Hotel 2026 show!

2026 Seoul Food & Hotel Trade Show

Seoul, Republic of Korea

June 9-12, 2026

Seoul Food & Hotel is Korea's premier B2B food and beverage exhibition, renowned for its professionalism, high quality, and global reach. Now the fourth-largest food industry event in Asia, it attracts top international buyers and industry leaders.

This is an excellent show for both established exporters and companies exploring the Korean market for the first time. With more than 45,000 attendees in 2025, exhibitors gain outstanding opportunities to meet potential distributors, importers, and buyers from across Asia.

Benefits of Participation:

- Expand your sales into Korea
- Meetings arranged with matched buyers
- Explore the latest trends in food and beverage

Exhibition Space:

The WUSATA show package for Seoul Food & Hotel 2026 allows you to exhibit with ease!

Booth Package (9 sqm):

- Discounted booth space
- Interpreter services
- Pre-arranged B2B meetings
- Basic booth setup with walls, counter, carpet, table & chairs
- Standard electrical outlet included

WUSATA project managers and our contractor team will be on-site to support you throughout the event.

Participation Fee:

Standard Price:

- Aisle Booth - $5,500
- Corner Booth - $6,000

PRODUCT DESCRIPTION

Featured products include but are not limited to processed fruits & vegetables, fresh produce, wine, beer, spirits, beverages, nuts, meat, seafood, snack foods, functional foods, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

Worldwide

ADDITIONAL INFORMATION

Venue

Korea International Exhibition Center (KINTEX), 217-60, Kintex-ro, Ilsanseo-gu, Goyang, N/A, N/A, Korea, Republic of