TRADE SHOW

SEOUL FOOD & HOTEL SHOW

Monday, Jun 7 - Friday, Jun 11, 2027
Registration: Thursday, Oct 15 - Thursday, Dec 31, 2026 | 8:00 AM
Seoul, South Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/4LM6UYY

EVENT DETAILS

2027 Seoul Food & Hotel Trade Show

Seoul, Republic of Korea

June 7-11, 2027

Sign up now to exhibit at the Seoul Food & Hotel 2027 show!

Seoul Food & Hotel is Korea's leading B2B F&B exhibition, renowned for its professionalism and high quality. It attracts top global professionals and has become the fourth-largest food industry event in Asia.

This is a great show for both established and new-to-market companies. With over 46,000 attendees in 2026, this show provides opportunities to meet potential distribution and buying partners from throughout Asia.

Only **9 booths are available (3 corner and 6 aisle)**, so registering early gives you the best opportunity to secure your preferred booth location.

Benefits of Participation:

- Expand your sales into Korea
- Meetings arranged with matched buyers
- See latest trends in Food and Beverage

Exhibition Space

The WUSATA show package for Seoul Food & Hotel 2027 allows you to exhibit with ease.

Booth Package

- Booth space (9 square meters) at a discounted rate
- Interpreter services
- B2B meetings arranged
- Basic booth set up with walls, counter, carpet, table & chairs
- Includes standard electrical outlet

*Contact project manager if interested in half booth.

Registration Timeline and Pricing

October 8th - October 14th, 2026: Early-Bird (Exclusive)
Available only to companies that have not exhibited at Seoul Food and Hotel Show in the past 3 years.

- Aisle Booth - $5,000

October 15th - October 31st, 2026: Early-Bird (Open to All)
Available to all companies

- Aisle Booth - $5,000
- Corner Booth - $5,400

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** **Organic** **Produce** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

Korea, Republic of

ADDITIONAL INFORMATION

Venue
KINTEX, 217-60 Kintex-ro, Ilsanseo-gu, Goyang-si, Seoul, N/A, Korea, Republic of

November 1st - December 31st, 2026: Standard Discounted Rate

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

Itinerary

- June 6 – Arrive in Korea
- June 7 – Set up, market briefing, & retail tours
- June 8-10 – Trade show
- June 11 – Trade show and pack up
- June 12 – Depart Korea