

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

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

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