



The 2nd International Exhibition for the
Food, Drink, Hotel, Restaurant, Foodservice,
Bakery and Supermarket Industries

March 3 - 5 · 2004

Agro-Trade & Exhibition Center, Seoul



Join the ★★ U.S. PAVILION



The second Food & Hotel Korea exhibition takes place from March 3 - 5 2004 in Seoul, having established its credentials as a major international exhibition in record time.

Allworld Exhibitions launched Food & Hotel Korea 2003 to meet international demand for a trade-only event targeting the needs of this huge market for imported food, drink and equipment. Exhibitors and visitors both agreed that the new exhibition immediately met the long-standing demand it set out to fulfill.

Following the outstanding success of the first Food & Hotel Korea, the 2004 event will once again attract top quality visitors comprising some 6,000 leading buyers and specifiers from the entire South Korean food and hospitality industry.

Attendees will represent all business sectors: supermarkets; grocery & convenience stores; importers, distributors & wholesalers; food manufacturers; hotels, restaurants & bars; fast food chains; institutional & commercial foodservice; bakers & confectioners; clubs & resorts.

Exhibitors are expected from around 20 countries, many bringing official national groups. attendees will show food and all types of beverages, as well as hospitality & foodservice equipment, supplies and services, and equipment and ingredients for the bakery and confectionery sector.

Korean Market latest focus:

- Korea is the world's 13th largest trading partner.
- Korea depends on imports for about 70% of food consumption.
- Korea is the 4th largest U.S. export market for agricultural, fishery and forestry products, at \$3.1 billion in CY 2002.
- U.S. agricultural exports to Korea for 2002 rose 3 percent as consecutive sound growth was fueled by the fast recovering economy and high consumer confidence.
- 47 million people are packed into a land area the size of Indiana.
- Per capita income is increasing.
- Consumers eating habits are shifting away from rice to meat, fruits and vegetables.
- More women in the work force are changing their life-style with emphasis on convenience.

www.fhko.com

Supported by:



U.S.A. Pavilion Walk-on Booth Package U.S.\$370/m²

Each standard booth is 9m², costing U.S. \$3,330 and includes the following:

- Full booth design and construction
- Design and color scheme reflecting U.S. identity
- Carpet, lighting and selected furniture and display aids
- Daily booth cleaning
- Free Show Directory listing plus pre-show publicity in the Advanced Buyers' Guide
- Access to the U.S. Business Lounge
- Free Exhibitor Passes
- 100 Free Visitor Tickets
- Group travel, hotel and freight arrangements

A budget package is available for new-to-market companies at **U.S. \$1,700** (ask coordinator for details) Deadline Dec 16 2003



Please Complete and Return This Form NOW!

FHK 2004 - Trade Only

Please complete and fax to 415 433 2820

Name : _____

Position: _____

Company: _____

Address: _____

Tel: _____

Fax: _____

E-mail: _____

Website: _____

Products: _____

For further information contact:

Mr. Robert Chang
Representative in U.S.A
Tel: 415 433 3072
Fax: 415 433 2820
Email: comtours@aol.com

Mr. Sangyong Oh
USDA/ATO Seoul
Tel: +822 397 4582/4188
Fax: +822 720 7921
Email: sangyong.oh@usda.gov

Ms. Khaliaka Meardry
USDA Trade Show Office
Tel: 202 720 3065, 202 720 3065
Fax: 202 690 4374
Email: khaliaka.meardry@fas.usda.gov
www.fas.usda.gov

Notice on Product Origin: Products exhibited in the U.S. pavilion must be at least 50 percent of U.S. origin computed on a value or volume basis. Product label must indicate that the products were either produced or processed in the United States. The U.S. Office of Agricultural Affairs Official has the authority to remove any non-U.S. products from an exhibitor's booth.

