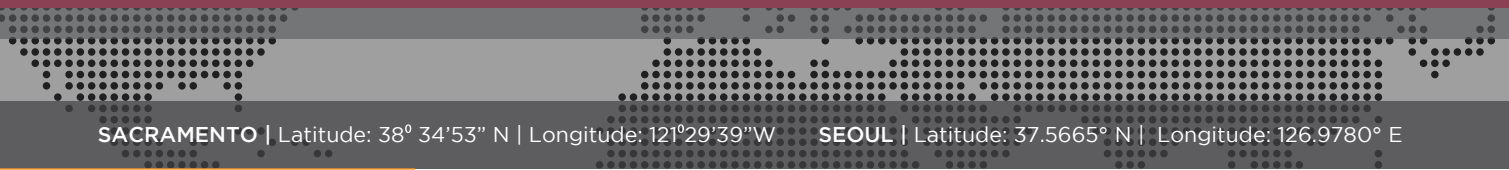


SEOUL FOOD & HOTEL 2017

SUNDAY May 14, 2017 Arrive in Seoul	MONDAY May 15, 2017 Prepare for the Seoul Food & Hotel 2017; site visits & B2B meetings	TUESDAY - FRIDAY May 16-19, 2017 Seoul Food & Hotel 2017	SATURDAY May 20, 2017 Sightseeing tour	SUNDAY May 21, 2017 Depart from Seoul
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OPPORTUNITY OF A LIFETIME

Seoul Food & Hotel is Korea's largest international food, beverage and hospitality trade show providing global industry professionals a unique opportunity – Korea the center of Northeast Asia, is centrally located in the fastest growing food market in the world – to source new products, conduct buyer/supplier matchmaking, and influence Asian consumer taste makers (bloggers) all while meeting business partners from all over the world. Join the trip and seize the opportunity to meet with key importers, distributors and industry buyers from retail, catering, and the hospitality trade across Korea and Northeast Asia.



SACRAMENTO | Latitude: 38° 34'53" N | Longitude: 121°29'39"W | **SEOUL** | Latitude: 37.5665° N | Longitude: 126.9780° E

MAY 14 – 21, 2017

EXHIBITION: May 16 – 19, 2017
Korea International Exhibition & Convention Center (KINTEX)

TRIP COST: \$4,300

The participation fee covers logistics in Korea, including hotel accommodations, all breakfast, reception dinner, farewell dinner, shared exhibition space, furniture rentals, interpreters, catalogs, B2B meetings, site visit tour, pre-screened meetings, conferences, delegation marketing program, brochure translation, sightseeing tour, and in-country transportation. While the fee does not include international flight and sample shipping, travel and sample shipping assistance can be arranged.

Seoul Food & Hotel 2017 can serve as the vehicle for your U.S. enterprise to enter the Korean market or expand to others. The sheer number of international restaurants, cafes, supermarkets and malls developing all over Korea is testament to the level of demand for imported food and beverage products from around the world. Korea's continual demand for new and innovative food and beverage products is clear, and the continued growth of Seoul Food & Hotel over the last 10 years has helped to demonstrate the ever-evolving food tastes across Korea. Seoul Food & Hotel enables quality buyers, key decision makers and industry experts to sample and source premium goods, view the latest worldwide industry trends, and discuss future business ideas for the entire hospitality industry. Come experience the adventure into the world of Korean imports, online sales, and "clicks & mortar" retailing in Asia.

In cooperation with the U.S. Department of Commerce, International Trade Administration, the California Asian Pacific Chamber of Commerce (CalAsian) is recruiting firms to participate in the trip to Seoul Food & Hotel 2017. Trip participation is limited with registration deadline of March 15, 2017 for guaranteed exhibition space, hotel accommodations, pre-selected matchmaking, and corporate buyer site visits.



15k Exhibitors

46 Countries

53k Visitors



EXHIBITOR SECTOR

Grocery Products | Cheese and Dairy | Gourmet Foods | Frozen Food | Coffee and Tea | Wine and Spirits | Bakery & Confectionary | Food Service Equipment | Hotel & Restaurant... and much more!

USA PAVILION EXHIBITORS WILL RECEIVE:

Shared exhibition space | Trade show marketing documents localized in Korean (2 page max) | Pre-screened B2B match meetings | On-site interpretation | On-site trade counseling | CalAsian Chamber staff provide city exploration/trade show assistance

If interested in this trip please contact the CalAsian Chamber of Commerce:

Ms. Candice Park
cpark@calasiancc.org | 916.446.7463

Mr. Sam Driggers CeCd.
sdriggers@calasiancc.org | 916.446.7463

calasiancc.org