



SEOUL FOOD was first launched in 1983 by the Korea Trade-Investment Promotion Agency (KOTRA) with the overall goal to revitalize the food industry at home and abroad.

The annual event aims to support Korean food companies export their products overseas; spur the development of new technologies and products in the food industry; strengthen networks and information exchange between domestic and international food industries; and help modernize and solidify Korea's food exports. Since its launch, SEOUL FOOD has become the top food industry exhibition in Korea, and the fourth largest in Asia, opening this year for the 36th time at KINTEX on May 1 through 4, from 10 am to 5 pm.

This year, the event gathered approximately 56,000 visitors, with 1,469 food companies from 48 different countries running 2,931 exhibition booths, scattered across eight halls in both of the KINTEX Exhibition Centers.

Halls 1 and 2 held exhibitions booths for companies showcasing fine food, ingredients, premium food as well as desserts and beverages. Fine food included various types of grains, fruits, vegetables, honey, meats, seafood, poultry, marinated products and processed foods. Ingredients related to cooking and baking

SEOUL FOOD 2018 gathers 56,000 people as one of Asia's top international food exhibitions



included yeast products, anti-foaming agents, food coloring, humectants, nutritious additives, and a plethora of spices. In the category of premium food, vitamins, minerals, chlorella, glucosamine, red ginseng, as well as beauty, diet and organic products were showcased. Desserts and beverages encompassed bread, cake, chocolate, candy, ice cream, tea, wine, Korean rice wine and traditional liquors.



Halls 3 and 4 were comprised of the SEOUL FOOD Hotel International Pavilion, showcasing all kinds of agriculture, fisheries and livestock products, various health-conscious and organic food as well as ingredients and other additives from all over the world.

SEOUL FOODPACK was held in Hall 5, where companies exhibited different types of food packaging. The booths displayed all kinds of packaging-related materials, containers, packaging machinery, print machinery, food manufacturing and production machinery, as well as patented packaging products.

In Hall 6, the job fair, where domestic and international food companies had an opportunity to hire qualified talent, and the Overseas Buyer Program, which connected international buyers with local companies to promote exports, were held.

Halls 7 and 8 showcased various kitchen appliances, restaurant machinery,

bakery equipment, food inspection machinery, safety floor tiles, coffee machinery, food transportation equipment, ceramics, and dishware, among others.

In addition to the exhibition booths, SEOUL FOOD 2018 was packed with other programs including global conferences, food industry seminars, and competitions like the SEOUL FOOD Awards 2018, Culinary Challenge 2018 and the SEOUL FOOD & Hotel Wine Challenge 2018. Notably, the Global Food Trend and Tech Conference 2018 was opened under the slogan, “Disruptive Food Technology,” and the Hotel and F&B Industry Trend Conference 2018 was held under the theme of “The 4th Industrial Revolution and the Future of Hotel and F&B Industries.”

In his opening address for the event, KOTRA’s President and CEO Kwon Pyung-oh highlighted the changes occurring in the food industry, saying, “This

industry has evolved around the way people live and work,” and added that “Lifestyle changes having the biggest impact on the food industry over the past few years are: the rise in single-person households, the ageing society and the increasing pursuit of health.” He also said we should pay attention to how the Fourth Industrial Revolution is bringing about industrial convergence, as new technologies are being converged with the food industry that has been typically characterized as one of the most traditional industries to date.

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Buyer Interview

KOTRA Express sat down with one foreign buyer, Eunice Chin, State Manager of Rockman (Australia) PTY. LTD., to hear what she had to say about the event.

Can you give us an introduction of your company?

We are from Australia, so our head office is in Sydney, and I’m from Melbourne. Our mother company is actually in Hong Kong, and we’ve also got another company in the U.S. as well. We currently have two businesses. The first is the Asian supermarket business, and in the last five years or so, we’ve been doing mainstream supermarkets as well, which have become pretty active in the past couple years. In another sector, we have a business for PVC in food industries, which is a raw material used to produce biscuit trays, food trays, and so on. We have a factory for this in China.

What brings you to SEOUL FOOD 2018?

We deal with quite a few Korean brands, and nowadays, we are seeing more demand for Korean food. Of course,

because of KOTRA, we have a chance to come and meet with different companies and suppliers. I would say that this event and the trip to Korea is a bit different from those in other countries, because usually, organized consultation meetings wouldn’t be readily available and we would have to visit the exhibition booths ourselves to have discussions there. Sometimes, it’s difficult to have focused discussions at the booths, so it’s nice to have the time and space allocated just for business related discussions. I would say this is a unique and valuable platform for matchmaking.

Tell us about your experience working with Korean businesses?

My experience in importing has been very good, a very pleasant experience. My suppliers are quite nice. We have actually been working with Paldo for almost 20 years. So now, we have a close relationship and we both have confidence and trust in each other. They are very good to

us, because they’ve kept the same distributors for a long time.

What are your suggestions as to how food industries in Korea and abroad can better cooperate with one another?

I think labeling is the part we can improve on. I don’t think there is enough English on the labels of Korean food products. We need a better way to introduce the products and inform people on how to use them.



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