



## SEOUL FOOD 2019

In 1983, SEOUL FOOD was first launched with the overarching goal of revitalizing the F&B industry at home and abroad. Now, the annual event has established itself as one of Asia's top international food exhibitions drawing in tens of thousands of visitors and offering a vast array of exhibition booths by companies showcasing their food as well as food-related packaging and technology.

SEOUL FOOD 2019, marking its 37th year running, was held for four days from May 21 to 24 at KINTEX in Goyang-si, South Korea. Organized by KOTRA and supported by numerous government and food-related organizations, this year's event brought together 1,532 exhibitors from 40 different countries, operating 3,008 exhibition booths.

In addition to the exhibition booths, SEOUL FOOD 2019 was packed with other programs including conferences featuring prominent industry figures as speakers, food industry seminars, and events like the SEOUL FOOD Awards 2019 and the Culinary Challenge 2019. Notably, the Global Food Trend and Tech Conference 2019 was opened under the title, "Discovery—The Adventurous Consumer," with the keynote speaker Patrick Manion, CEO of Innova Market Insights, presenting on the Global Top 10 Trends of 2019.

Also, the SEOUL FOOD Job Fair was held, where 30 different domestic and international food companies met with approximately 500 jobseekers for the opportunity to hire qualified local talent.

Since its launch, SEOUL FOOD has helped Korean companies export their products overseas, spurred the development of new technologies and products in the domestic food industry, strengthened networks and information exchange between domestic and international food industries, and supported the mod-

ernization of Korea's food exports.

KOTRA President and CEO Kwon Pyung-oh said, "With the advent of the Fourth Industrial Revolution, the global food industry is focused on state-of-the-art products, innovation, and convergence," and added, "Through the variety of programs which have been prepared in step with the latest trends at this year's SEOUL FOOD, I hope Korean food companies can maximize their business opportunities in the global market."

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