



# Seoul Food & Hotel 2024

Seoul, South Korea  
June 8-11, 2024

South Korea has the 10th largest economy in the world with a GDP of \$1.8 trillion and a per capita GNI of \$35,373 in 2021. It is about the size of Indiana and has a population of 51.6 million. Over 80 percent of Koreans live in urban areas. Domestic production meets only 46 percent of food demand. The United States supplies a quarter of Korea's agricultural imports. The United States exported \$10.2 billion in agricultural products to Korea in 2021, making it our fifth-largest export market. As the 5th largest country export market for the United States, Korea provides a promising market for U.S. agricultural products. In 2021, Korea imported about \$43 billion agricultural & food products from all over the world and the U.S. supplied a quarter of it, ranking number one.

Seoul Food & Hotel is the most inclusive and important food trade in South Korea. As Korea's largest international food and hospitality trade show, Seoul Food & Hotel is seen as an effective trading platform for the industry. Seoul Food & Hotel delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view worldwide industry trends across various sectors.

## Participation Fee:

- **Corner Booth:** \$1,919; **Early Bird Special:** \$1,719 (if you register and pay before January 8, 2023)
- **In-line Booth:** \$1,764; **Early Bird Special:** \$1,564 (if you register and pay before January 8, 2023)

## Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Interpreter services
- One-on-one meetings with pre-screened buyers
- Allowance of up to \$1,000 for sample shipment from a consolidation point in the U.S. to the show (must use SUSTA's official freight forwarder to receive this allowance)

**Registration Deadline: March 8, 2024 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Natural/Healthy Products, Organics, Retail Products, Seafood

**Product Description:** Convenience Foods, Nuts and other Snacks, Seafood and Meats, Healthy and Organic Products

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

## Activity Managers:

### North Carolina Dept. of Agriculture & Consumer Services

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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