



Seoul Food & Hotel 2027

Seoul, South Korea

June 8-11, 2027

**Set up day is June 7*

As the fifth largest country export market for the United States, Korea provides a promising market for U.S. agricultural products. In 2025, total U.S. agricultural exports to Korea were valued at approximately \$9.78 billion. Domestic production meets only 49 percent of food demand, and the United States supplies approximately 23% of Korea's agricultural imports ranking number one for imported agricultural & food products. U.S. products are well-regarded and viewed as safe. In South Korea, the consumer income level continues to increase and there is a strong demand for value, quality, and diversity.

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:** \$2,115; **Early Bird Special:** \$1,915 (if you register and pay before January 8, 2027)
- **In-line Booth:** \$1,945; **Early Bird Special:** \$1,745 (if you register and pay before January 8, 2027)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Pre-arranged one-on-one meetings with buyers
- Interpreter services (please request in advance if needed)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **March 8, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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!

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If you have a question about an event, feel free to contact us at events@susta.org

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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