



KOREA'S TOP  
EXHIBITIONS  
2017

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KOREA'S TOP  
EXHIBITIONS  
2017

Your Most Optimized  
Business Partner

K I T A coex





# KOREA'S TOP EXHIBITIONS 2017

Gateway to Successful Business in Asia!

## Korea's Top Exhibitions at Coex in Seoul, Korea

Planning to expand your overseas business and looking at the Asian Market, in particular? Then, bring your business to Korea: the bridge between Japan and China, and the gateway to Asian commerce.

Despite the world's fluctuating economies, Korea remains relatively stable. Boasting the 13th largest trading volume globally and an ever-rising GDP, Korea has developed extensive infrastructure and services in line with its increasing purchasing power.

Coex's business and trade shows, produced and developed using 30 years of accumulated know-how and expertise, are among those leading Korea's exhibition industry. With customized packages for overseas exhibitors and buyers and an extensive network of international partners and associates, Coex offers the best service for every global participant. Whether this is your first time to participate in a Coex show, or you are a returning customer – Coex guarantees optimal opportunity for your business.

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## Participate in International Exhibitions Approved by Global Organizations

Coex has developed close partnerships with both domestic and international industry organizations to develop and expand the business-focus of its trade shows. By collaborating and communicating with associates such as these, Coex provides a strong and communicative global network in support of its overseas participants, while organizing qualified exhibitions which are approved by global organizations.

### **KITA | Korea International Trade Association**



The Korea International Trade Association (KITA) has over 85,000 domestic trading and exporting company members and is the sole mother-company of Coex Co., Ltd. KITA and the exhibition teams of Coex are committed to investing in and supporting KITA members through trade-show participation in order to promote the Korean exhibition industry. Furthermore, KITA has its own on-line trade buyers database program and also promotes both export and import trade by hosting regular trade seminars and biz-matching programs.

### **MOTIE | Ministry of Trade, Industry & Energy**



The Ministry of Trade, Industry & Energy (MOTIE), is the body assigned by the Government to promote the growth of a diverse range of industries in line with Korea's economic development. Only top rated, qualified shows are selected by MOTIE as 'industry leading exhibitions'. Thus, many of Coex organized shows are approved MOTIE events.

### **UFI | The Global Association of the Exhibition Industry**



The Global Association of the Exhibition Industry (UFI) is the international association of the exhibition organizers and the relevant organizations which has more than 600 members from 85 countries, and only a certain number of exhibitions that qualify UFI standards can receive UFI certification. Coex has 11 UFI certified shows.

## Supporting Your Business with Coex Organized Shows

Coex Overseas Marketing and Sales Team is here to provide you with all the support you need for your visit to Korea and to Coex. From applying for participation, to arranging your attendance, to providing you with post-show reports, our Korean, English, Japanese and Chinese speaking marketers offer prompt, efficient and accurate feedback and assistance.

For exhibition attendees, we offer a one-stop participation service to simplify everything from exhibition registration to on-site business matchmaking with exhibitors. For overseas buyers, we provide a combination of accommodation and culture packages at discounted prices to assist with.

Exhibitors and trade promotion organizations can also participate as part of a national pavilion to receive many other benefits.

For more details of the various packages and services available, please refer to the below.

- National Pavilion Package ----- 30
- Delegation Program for Overseas Buyers ----- 31

## Exhibition Index

### Exhibitions in Korea

International Franchise Seoul	2017.03.02-04
KOGOLF (Korea Golf Show)	2017.03.02-05
Seoul Living Design Fair	2017.03.08-12
Seoul International Sourcing Fair	2017.03.23-26
Automation World	2017.03.29-31
Coffee Expo Seoul	2017.04.06-09
Korea International Jewelry & Watch Fair	2017.04.13-16
Photo & Imaging	2017.04.20-23
C-Festival	2017.05.03-07
World IT Show	2017.05.24-27
Seoul Character & Licensing Fair	2017.07.12-16
Energy Plus	2017.09.27-29
Food Week Korea	2017.10.25-28
Seoul Int'l Bakery Fair	2017.10.25-28
KOSIGN (Korea International Sign & Design Show)	2017.11.16-19

### Overseas Exhibitions

Vietnam Int'l Retail + Franchise Show	2017.06.01-03
Vietnam Coffee & Dessert Fair	2017.06.01-03
Vietnam Baby & Kids Fair	2017.11.02-04
Stylish Life China	2017.10.25-29

# International Franchise Seoul

March 2 – 4, 2017 / Hall C, Coex

<b>Exhibition area</b> 8,010sqm	<b>No. of exhibitions held to date</b> 40
<b>Opened</b> 1996	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex, Reed Exhibitions

## Exhibit Items

- Food & Beverage Franchise
- Retail Franchise
- Service Franchise
- Shop Equipment
- Supporting Solution
- Franchise Consulting Firm

## Concurrent Events

- Business Presentations
- Start-up Seminars
- International Franchise Conference

## Features

International Franchise Seoul (IFS) is Korea's largest international franchise show, delivering full five-sense experience to franchise enthusiasts. As the premier franchise show with the longest history in Korea, this high-value event gives visitors access to the best franchise brands from multiple industries including F&B, retail and services. It also connects them to emerging commercial trends and the latest market information, bringing out qualified buyers and fostering optimal networking.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
131		527	17,079	

## Contact Info

**Contact Person** Mr. Joong Hee Yeom  
**Tel** +82-2-6000-1105 | **E-mail** jhyummy@coex.co.kr  
[www.franchiseseoul.com](http://www.franchiseseoul.com)

# Korea Golf Show (KOGOLF)

March 2 – 5, 2017 / Hall A, Coex

<b>Exhibition area</b> 10,368sqm	<b>No. of exhibitions held to date</b> 22
<b>Opened</b> 1990	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Maeil Business News Korea, Coex, MBN

## Exhibit Items

- Golf Equipment : Glob club, Glof geat & accessory
- Golf Apparel : Golf wear, Fashion items
- Golf Infrastructure Equipment : Golf course equipment, Driving range equipment
- Golf Technology : Analyzer & Gadget, Club fitting, Golf IT, Practicing aid
- Golf Academy & Media

## Concurrent Events

- One Point Lessons
- Golf Business Seminar

## Features

KOGOLF is one of the Asia's leading trade shows in terms of visitor numbers, order volumes, and leading industry figures in attendance. This show is a powerful hub of the Asian golf market and a must-join exhibition for those wishing to expand their golf business.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
127	8	410	34,771	

## Contact Info

**Contact Person** Mr. Dae Yeon Kim  
**Tel** +82-2-6000-1107 | **E-mail** daeyeon3@coex.co.kr  
[www.kogolf.co.kr](http://www.kogolf.co.kr)

# Seoul Living Design Fair

March 8 – 12, 2017 / Halls A, B, Coex

**Exhibition area** 14,013sqm  
**Opened** 1994  
**Exhibition cycle** Annual  
**No. of exhibitions held to date** 23  
**Organizer**  
 Design House, Coex

## Exhibit Items

- Total Interior & Furniture
- Material
- Organic Style
- Designer's Brands
- Fabric & Textile
- Home Appliance
- Living Deco
- Kitchenware & Tableware
- Living Culture

## Concurrent Events

- Living Trend Seminar
- Designer's Choice

## Features

Since 1994, the Seoul Living Design Fair has led Korea's living design industry while providing a steady platform for buyers and exhibitors to meet face-to-face and discuss future business.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
260		953	149,863	

## Contact Info

**Contact Person** Ms. Gabrielle Lee  
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[www.livingdesignfair.co.kr](http://www.livingdesignfair.co.kr)

# Seoul International Sourcing Fair

March 23 – 26, 2017 / Halls A, B, Coex

**Exhibition area** 14,013sqm  
**Opened** 1990  
**Exhibition cycle** Annual  
**No. of exhibitions held to date** 27  
**Organizer**  
 Coex

## Exhibit Items

- Sales Promotion & Gifts
- Stationery & Office Items
- IT & Electrical Goods
- Home & Interior Supplies
- Beauty & Sports
- Tea & Food
- Fashion & Accessories
- Context & Handmade Items

## Concurrent Events

- 1:1 Biz-Matching Program
- Showcase for Traditional Market
- Handmade Show

## Features

Seoul International Sourcing Fair, formerly known as SIPREMIUM, is one of Korea's top exhibitions for the sales promotion and living supplies industry. The buyers at the Seoul International Sourcing Fair can discover hundreds of contemporary trends in sales promotion materials and household goods supplies.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
393	26	550	16,183	1,350

## Contact Info

**Contact Person** Mr. Jin Tak Cha  
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[www.sipremiumseoul.com](http://www.sipremiumseoul.com)

# Automation World

March 29 – 31, 2017 / Halls A, B, C Coex

<b>Exhibition area</b> 24,361sqm	<b>No. of exhibitions held to date</b> 28
<b>Opened</b> 1990	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- aimex: Process Automation, Production Automation, Logistics Automation System, FA System, Sensor & Control, Motion Control & Robotics, Industrial Software, Hydraulic Components, Logistics Automation System, ID System
- Korea Vision Show: Industrial Camera, Lenses and Lights, etc.

## Concurrent Events

- Seminar & Conferences

## Features

Automation World launched as the factory automation industry's first exhibition in 1990, joined the World F.I.M.A in 2001, and acquired UFI authorization as the first of its kind in Korea in 2002. As the top industry automation in Asia, Automation World takes a show-in-show format, composed of aimex (International Factory Automation Exhibition) and the Korea Vision Show.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
276	22	859	21,648	330

## Contact Info

**Contact Person** Mr. Jung Ho Ahn  
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[www.automationworldkorea.com](http://www.automationworldkorea.com)

# Coffee Expo Seoul

April 6 – 9, 2017 / Halls A, B, Coex

<b>Exhibition area</b> 10,368sqm	<b>No. of exhibitions held to date</b> 6
<b>Opened</b> 2012	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- Coffee & tea
- Coffee Ingredients
- Coffee Machinery / Equipment / Packing Materials
- Franchise & Shop Supplies
- Gourmet Foods
- Barista Training

## Concurrent Events

- World Super Barista Championship
- Coffee Expo Seminar
- Vendor Technology and New Product Seminar

## Features

From green and roasted beans to machinery, café interiors, ingredients, and barista education, Coffee Expo Seoul showcases the entire coffee industry under one roof. Coffee Expo Seoul offers the ideal business platform for anyone in the coffee industry in the heart of the 11th strongest coffee market in the world.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
206	18	754	40,154	625

## Contact Info

**Contact Person** Ms. Haily Han  
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[www.coffeexposeoul.com](http://www.coffeexposeoul.com)

# Korea International Jewelry & Watch Fair

April 13 – 16, 2017 / Hall B, Coex

Exhibition area 8,010sqm  
 No. of exhibitions held to date 15  
 Opened 2003  
 Organizer  
 Exhibition cycle Annual  
 Coex

## Exhibit Items

- Jewelry
- Diamonds, Pearls and Gemstones
- Fashion Jewelry & Accessories
- Watches & Clocks
- Tool & Equipment
- Display Case

## Concurrent Events

- Conference & Seminar
- Business Match Meetings
- Jewelry Auction
- Mini Jewelry Fashion Show

## Features

The Korea International Jewelry & Watch Fair is the one and only jewelry fair in Korea. The Korea International Jewelry & Watch Fair attracts nearly 30,000 visitors from all around the globe with exhibit items including jewelry, diamonds, pearls, gemstones, fashion jewelry, accessories, watches, and more.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
230	21	288	28,100	517

## Contact Info

Contact Person Ms. Jessy Lee  
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[www.jewelfair.com](http://www.jewelfair.com)

# Photo & Imaging

April 20 – 23, 2017 / Halls A, B, Coex

Exhibition area 18,378sqm  
 No. of exhibitions held to date 26  
 Opened 1991  
 Organizer  
 Exhibition cycle Annual  
 Coex

## Exhibit Items

- Image Input
- Image Storage
- Image Processing
- Image Output
- Image Application
- Optics

## Concurrent Events

- Photo & Travel
- Seoul Photo 2017
- P&I Movie Zone
- P&I Seminar
- P&I Movie Zone Seminar

## Features

Since its opening in 1991 Photo & Imaging has become one of the most influential photography exhibitions in Asia. With its 26 years of history, Photo & Imaging is one of the top three photo & imaging exhibition in Asia with large number of participating companies and visitors.

## Contact Info

Contact Person Ryan Han  
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[www.photoshow.co.kr](http://www.photoshow.co.kr)



# C-Festival

May 3 – 7, 2017 / World Trade Center Seoul Complex

<b>Exhibition area</b> 200,000sqm	<b>No. of exhibitions held to date</b> 3
<b>Opened</b> 2015	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	KITA, Coex, Coex MICE Cluster Committee, Seoul City, Gangnam District

## Concurrent Events

- Exhibition & Convention : Art & Design, Culture Contents, Start-up Forum, etc.
- Outdoor Event Program : Beer Festival, Food Truck, Parade, Concerts, etc.

## Features

C-Festival is Korea's Creative Culture Festival, which is organized as the partnership project of private & public organizations. The festival is composed of various unit events to attract 2,000,000 domestic and overseas visitors, while celebrating the establishment of MICE Cluster.

## Contact Info

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[www.c-festival.com](http://www.c-festival.com)

# World IT Show

May 24 – 27, 2017 / Halls A, B, C, Coex

<b>Exhibition area</b> 24,361sqm	<b>No. of exhibitions held to date</b> 9
<b>Opened</b> 2008	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- Mobile / Communications / Broadcasting
- Cloud Computing / Big Data / IT Service
- Software / Digital Contents
- IT Convergence
- Industrial Electronics

## Concurrent Events

- Business Meetings
- Press Conference
- Press Party
- Relevant Seminar & Forum

## Features

As Korea's leading and largest ICT Business Exhibition with the greatest number of domestic and overseas buyers, the World IT Show offers a superb marketing platform for ICT companies.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
421		1,421	104,868	

## Contact Info

**Contact Person** Mr. Jin Wook Hwang  
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[www.worlditshow.co.kr](http://www.worlditshow.co.kr)

# Seoul Character & Licensing Fair

July 12 – 16, 2017 / Halls A, B, Grand Ballroom, Coex

<b>Exhibition area</b> 18,378sqm	<b>No. of exhibitions held to date</b> 17
<b>Opened</b> 1998	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- Character Items & License
- Comics / Animation
- Games / Entertainment
- Digital Contents
- Toy / Stationary

## Concurrent Events

- Kid's Café
- International Biz-matching Program
- Domestic Biz-matching Program
- Buyer's Night
- Job Fair
- Character Marketing Stage
- Character Parade

## Features

The Seoul Character & Licensing Fair has become one of Asia's largest licensing exhibitions, with over 100,000 visitors and 250 companies every year. Families and buyers can enjoy character items, comics, animation, games, digital contents, and more at the show.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
390	5	1,078	125,000	

## Contact Info

**Contact Person** Ms. In Hee Lee  
**Tel** +82-2-6000-1052 | **E-mail** mathlee@coex.co.kr  
[www.characterfair.kr](http://www.characterfair.kr)

# Energy Plus

September 27 – 29, 2017 / Halls A, B, Coex

<b>Exhibition area</b> 18,378sqm	<b>No. of exhibitions held to date</b> 5
<b>Opened</b> 2013	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- InterBattery  
: Battery materials, Battery production equipment, Electric cars, Energy Storage, R&D
- Korea Smart Grid Expo  
: Smart Places, Smart Transportation, Smart Grid, Smart Electricity, Services, etc.

## Concurrent Events

- Seminar & Conferences

## Features

InterBattery and Korea Smart Grid Expo are co-located within Energy Korea in a show-in-show format, with Renewable Energy Korea and Green Energy. Energy Korea provides a specialized environment and global platform to maximize business opportunity with over 5,000 government and industry leaders and experts.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
130	35	450	18,551	516

## Contact Info

**Contact Person** Mr. Jin Wook Hwang  
**Tel** +82-2-6000-1064 | **E-mail** jinwook@coex.co.kr  
[www.energyplus.kr](http://www.energyplus.kr)

# Food Week Korea

October 25 – 28, 2017 / Halls A, B, C, D, Coex

<b>Exhibition area</b> 36,007sqm	<b>No. of exhibitions held to date</b> 12
<b>Opened</b> 2006	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- Food & Beverage
- Food Machinery
- Kitchen Utensils
- Ingredients & Services

## Concurrent Events

- 1:1 Business Match Meetings
- Global Food Forum
- Cooking Demonstration Shows and Cooking Competitions

## Features

Food Week Korea is the largest international food fair in Korea, spanning over 36,000sqm of exhibition space. Exhibitors showcase a vast selection of products including general foods, agriculture, rice, packaging, alcohol, kitchen machinery, hotel & restaurant, and more.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
761	148	1,539	47,437	1,548

## Contact Info

**Contact Person** Mr. Kirk Park  
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[www.koreafoodweek.com](http://www.koreafoodweek.com)

# Seoul Int'l Bakery Fair

October 25 – 28, 2017 / Hall C, Coex

<b>Exhibition area</b> 10,348sqm	<b>No. of exhibitions held to date</b> 20
<b>Opened</b> 1981	<b>Organizer</b>
<b>Exhibition cycle</b> Annual	Coex

## Exhibit Items

- Bakery & Confectionery
- Baking Utensils & Machinery

## Concurrent Events

- Seoul International Baking Competition

## Features

Seoul International Bakery Festival is the largest exhibition of the industry in Korea and includes a large-scale international live baking competition. From 2013, Seoul Int'l Bakery Fair has taken place alongside Food Week Korea, bringing the entire industry together in one place.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
90		336	47,437	1,548

## Contact Info

**Contact Person** Maddie Woo  
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[www.siba-expo.com](http://www.siba-expo.com)

# KOSIGN

## (Korea International Sign & Design Show)

November 16 – 19, 2017 / Hall A, Coex

**Exhibition area** 10,368sqm  
**Opened** 1992  
**Exhibition cycle** Annual  
**No. of exhibitions held to date** 25  
**Organizer**  
 Coex

### Exhibit Items

- Digital Printing
- Media & Ink
- Post-processing & Equipment
- Digital Display
- Digital Input and Design
- LED & Lighting

### Concurrent Events

- 1:1 Business Matching Program (Biz-matching)
- Relevant Seminar & Events

### Features

Since its opening in 1992, KOSIGN has maintained its position as the leading visual-focused show in Korea. With 24 years of history, KOSIGN is the No.1 business platform for exhibitors and buyers in the digital sign and design industry.

### Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
109	8	568	13,006	582

### Contact Info

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[www.kosignkorea.com](http://www.kosignkorea.com)

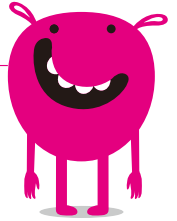
## Coco friends

With the launch of the C-festival in April 2016, some unexpected visitors came.

Coco and his alien friends crashed landed on Earth while exploring space on an expedition far from their home. As luck would have it, they landed right in the middle of Coex during the C-festival. Mesmerized by all of the new sights and sounds, they decided to make Coex their new home.

### CoCo

The leader of this alien troupe, Coco is an ambassador of his planet. He's always smiling and looking to explore.



### LongCo

An oblong alien with no arms, Longco is the tallest of the group. His height is a huge help to his friends when they are trying to reach high places.

### FunCo

Like four peas in pod, Funco is actually a group of best friends that never leave each other's side.



### HipCo

The hippest of the group, Hipco is fashionable and loves hip-hop. He's always the life of the party.

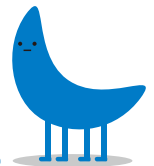


### CoCo

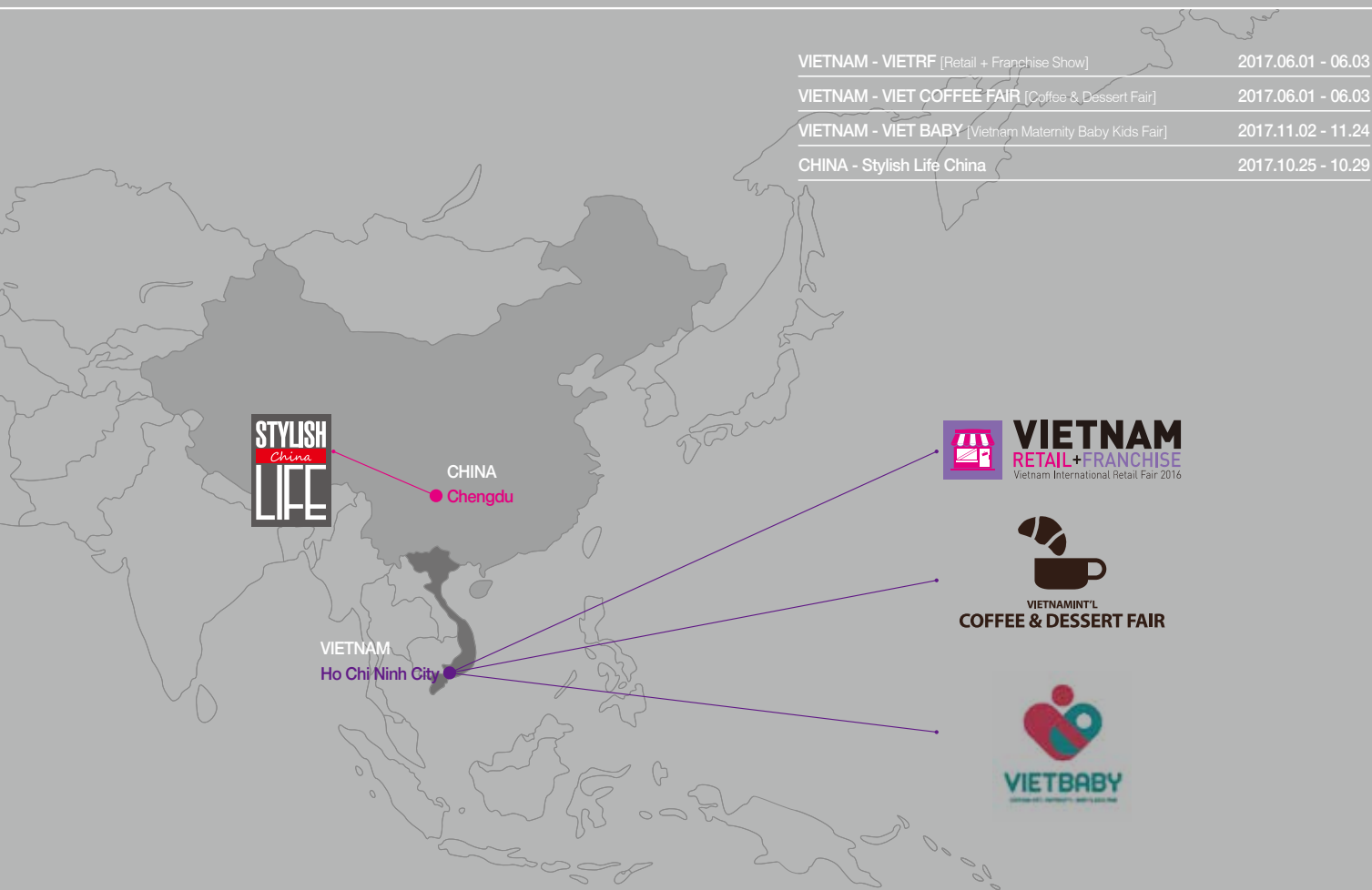
A one-eyed alien that looks a little bit like an octopus. He's very curious about the sea creature of Earth.

### MoonCo

His crescent-moon shaped body earned this cute little alien his name. He can often be found standing on the heads of one of his friends.



# Coex's Overseas Exhibition



# Vietnam Int'l Retail+ Franchise Show

June 1 – 3, 2017 / SECC, Ho Chi Minh City, Vietnam

**Exhibition area** 8,880sqm      **No. of exhibitions held to date** 9  
**Opened** 2009      **Organizer**  
**Exhibition cycle** Annual      Coex & KITA, AVR

## Exhibit Items

### <Retail>

- Retail Products
- Retail Store Fixture & Interior
- Retail Technology
- Professional Retail Service
- Retail Trade Item

### <Franchise>

- Food & Industry
- Beauty & Health
- Retail Wholesale
- Consulting Service
- Education & Training
- Other Specialized Retail Stores

## Concurrent Events

- Vietnam International Coffee & Dessert Fair
- Consulting Programs & Seminars

## Features

Co-organized by KITA and Coex, in Ho Chi Minh, the Vietnam International Retail + Franchise Show is Vietnam's leading exhibition related to retail and franchise. This exhibition provides visitors with information on how to expand or develop their business into Vietnam.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
291		494	37,600	

## Contact Info

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[www.vietrf.com](http://www.vietrf.com)

# Vietnam Coffee & Dessert Fair

June 1 – 3, 2017 / SECC, Ho Chi Minh City, Vietnam

**Exhibition area** 8,880sqm      **No. of exhibitions held to date** 2  
**Opened** 2009      **Organizer**  
**Exhibition cycle** Annual      Coex

## Exhibit Items

- Premium Coffee & Tea
- Coffee & Tea Related Products
- Machinery & Facilities
- Desserts
- Education & Consulting Services

## Concurrent Events

- Vietnam International Retail + Franchise Show
- Consulting Programs & Seminars

## Features

Vietnam Int'l Coffee & Dessert Fair is an exhibition related to Coffee & Dessert products in Vietnam. Vietnam Int'l Coffee & Dessert Fair will lead you to the gateway of the Vietnam Coffee & Dessert industries!

## Previous Results

No. of Exhibitors	No. of Booths	No. of Visitors
40	177	37,600

## Contact Info

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[www.vietcoffeefair.com](http://www.vietcoffeefair.com)

# Stylish Life China

October 25 – 29, 2017 / CCNICEC, Chengdu, China

**Exhibition area** 23,000sqm      **No. of exhibitions held to date** 2  
**Opened** 2016      **Organizer**  
**Exhibition cycle** Annual      Coex & KITA, SIE

## Exhibit Items

- Living Design
- Wedding & Beauty
- Fashion Retail
- Food & Beverage
- Baby & Kids
- Retail & Franchise

## Features

Stylish Life China is Chengdu's first exhibition for premium lifestyle consumer goods co-organized by Coex and Sichuan Int'l Exhibition (SIE), organizer of the Western China Int'l Fair. With a huge domestic consumer market and excellent infrastructure due to the Western China Development Policy, Stylish Life China is a highly specialized exhibition for entering China's interior.

## Contact Info

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# Vietnam Baby & Kids Fair

November 2 – 4, 2017 / SECC, Ho Chi Minh City, Vietnam

**Exhibition area** 8,880sqm      **No. of exhibitions held to date** 5  
**Opened** 2014      **Organizer**  
**Exhibition cycle** Annual      Coex, Sege Fairs

## Exhibit Items

- Baby Products: Pregnancy Related Products, Baby Care Supplies, etc.
- Kids Products: Food, Furniture, Toys, etc.
- Edu Products: Learning Program, Educational Institutions Supplies, etc.
- Maternity Products: Cosmetics, Health Functional & Supplement Products, etc

## Concurrent Events

- Seminar & Various Events

## Features

Vietnam International Baby & Kids Fair is one and only baby fair in Vietnam. Discover the latest market trends and uncover sources of future market growth for the Baby industry in Vietnam.

## Previous Results

No. of Exhibitors		No. of Booths	No. of Visitors	
Domestic	Overseas		Domestic	Overseas
392		505	36,517	

## Contact Info

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## 2017 National Pavilion Package

Coex has launched an upgraded international pavilion package for all Coex-organized trade shows in 2017.

Countries aiming to boost their exports can reach Coex's buyers at a reduced price and with more benefits throughout the year. All national trade promotion agencies and overseas embassies in Korea are eligible for the benefits of a premium international pavilion.

### Package Benefits

- Booth fee discounts available according to number of exhibitors
  - Up to 10 companies: 10% discount on total booth price
  - 11 to 20 companies: 20% discount on total booth price
  - 21 to 30 companies: 30% discount on total booth price
- Free advertising (1P) on trade show homepage and in show directory
- Free press release on Coex's official trade show press partner
- Free promotional opportunities on e-newsletter distributed to the buyers of Coex's database.
- Assistance in hotel arrangement, city tour arrangement, etc.
- Assistance in reserving an interpreter
- Biz-matching session arrangement for domestic buyers and exhibiting companies

※Service benefits above may vary depending on the exhibition and size of the pavilion

## Delegation Program for Overseas Buyers

The official Delegation Program for Coex Exhibitions provide services to make your visit to Korea as productive and hassle-free as possible. Program participants can be international visitors preparing for future trade with Korea, as well as those visiting Korea for the first time to seek new business opportunities.

Join an official delegation to enjoy the program benefits below.

### Delegation Benefits

- Complimentary "Exhibits-Only Registration" for delegation members
- Provision of a list of exhibitors interested in exporting to your country
- Help from delegation leaders in organizing transportation, registration, hotel accommodation and city tour
- Personalized letter of invitation to accompany your visa application
- Invitation to VIP receptions and business matching programs

※Service benefits above may vary depending on the exhibition and size of the delegation





“SUCCESS IS NOT BY CHANGE,  
BUT BY CHOICE.

BUSINESS GROW TOGETHER,  
NOT ALONE.”

Your Best Business Partner, Coex

# KOREA'S TOP EXHIBITIONS 2017

**Gateway to Successful Business in Asia!**