



Join the Danish Pavilion at Korea's largest international food show:

Seoul Food & Hotel 2019, 21-24 May 2019

Deadline for registration is Monday 19 November

Korea's largest International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Supermarket Industries

In its role as the largest international food and hospitality tradeshow in Korea, *Seoul Food & Hotel (SFH)* continues to cement its position as the annual meeting place for the Korean food and hospitality industry. *SFH* brings together high quality Korean buyers, decision makers and industry experts – all of whom are on the lookout for premium goods, worldwide industry trends, and future business ideas.

The Danish Agriculture & Food Council, in cooperation with the Danish Food and Drink Federation, invites Danish companies to participate at the Danish national pavilion at Seoul Food & Hotel 2019 in Seoul.

By participating at the Danish national pavilion, you benefit not only from better visibility but also from Denmark's positive image as a leading in high standards of food safety and quality. All practical details will be organized from Denmark by DAFC.

THE MARKET

With Korea's position as the 12th largest economy in the world – this is one of the most important importing countries in the world.

Rapid urbanisation, coupled with a young population, who have demands for innovative, market-leading food and beverage products, contribute further to Seoul Food & Hotel's position at the focal point of Korea's food and hospitality trade show calendar.

A free trade agreement between the EU and Korea has been in place since July 1st, 2011. Exporters approved according to this specific agreement can typically obtain significant savings on import duties compared to non-approved exporters. The same goes for organic products.

Korea also automatically recognizes processed organic food from the EU, in other words there is no need for expensive approval procedures before marking and labelling your products as being organic if they are so according to Danish or EU legislation.



**Danish Agriculture
& Food Council**



Danish Food and Drink Federation



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council

Seoul Food & Hotel 2019

21-24 May 2019, Kintex, Korean International Exhibition Centre

KEY MARKET FACTS

- World's 12th largest economy in 2017
- 51 million consumers
- USD 1.5 trillion economy
- USD 30.000 per capita income
- 3% projected economic growth for next 3 years
- 80% Urbanised
- 70% of agricultural needs are imported

SHOW FACTS FROM 2018

- 45,092 visitors
- 2,932 stands (667 internationals)
- 47 countries represented
- 36 national pavilions

THE PACKAGE:

Booth at the joint Danish Pavilion

- Central location, visibility, synergy
- Open and inviting design
- 9 sqm turnkey stand for each company
- DAFC will handle all practical aspects of planning, design and construction of your stand
- Complete with meeting table and chairs etc.
- Everything pre-arranged, arrive last-minute
- Small joint stock room
- Coordination of services provided by the exhibition organizers.
- On location distribution of your customs cleared goods (Transportation and customs clearance is not included).
- Coordination of joint travel and hotel reservation through BCD Travel Agency
- Price excl. VAT: 32,900 DKK (9 sqm)
- (based on 8 participating companies/72 sqm)

We reserve the right to offer you participation at a different price should any of the above criteria's change.

Should this result in a higher price than quoted, you have the right to cancel your participation.

Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel.

WHO SHOULD JOIN?

Companies in the food industry aiming at Korean retailers, food service, importers or manufacturers within:

- Meat
- Dairy
- Seafood
- Food Ingredients
- Bakery & Pastry
- Drinks
- Wine & Spirits
- Snacks & Confectionary
- Organics
- Wine & Spirits

PROGRAMME

20 May

- Arrival in Seoul
- Visit to the Danish Pavilion for those who are interested in visiting their booth the day before the opening (optional).

21 May

- Exhibiting at Seoul Food 2019
- Opening hours 09.00-17.00
- Networking dinner

22 May

- Exhibiting at Seoul Food 2019
- Opening hours 09.00-17.00

23 May

- Exhibiting at Seoul Food 2019
- Opening hours 09.00-17.00

24 May

- Exhibiting at Seoul Food 2019
- Opening hours 09.00-17.00

COORDINATION MEETING IN JANUARY

A coordination meeting will be held in January at the Danish Agriculture & Food Council for the registered participants about the design/ contents of the stand and the other program elements.

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HOW TO REGISTER

Please use the registration form to register and return to Danish Agriculture & Food Council, Michael Stahlschmidt

Registration deadline:
19th November 2018 to mis@lf.dk

OTHER SERVICES

The organisers will be happy to assist you with further co- ordination of e.g. interpreters, B2B-meetings with potential partners or customers, contacts to printers of brochures.



CONTACT



Danish Agriculture & Food Council
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Danish Food and Drink Federation
Søren Falck
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SFH
FOOD & HOTEL
SEOUL

21-24 May 2019

BINDING REGISTRATION SEOUL FOOD & Hotel 2019

21 – 24 May 2019

We hereby register for participation in the event as described in the invitation:

Participation fee is:

- 9 sqm, DKK 32,900 excl. VAT
- 12 sqm, DKK 41,800 excl. VAT
- 15 sqm, DKK 52,800 excl. VAT
- 18 sqm, DKK 63,900 excl. VAT

NOTE: The price is based on of subsidy from the Trade Council of Denmark, and a minimum total pavilion size of 72 sqm/ 8 stand exhibitors. The subsidy is obtained only if there is a 25% participation from SME companies.

The subsidy from the Trade Council of Denmark is only given to Danish companies with a Danish CVR number, residing in Denmark, not their subsidiary companies abroad, so these forms must be filled-in and signed by the Danish company in charge of the activity (local company address is not valid). On the registration form you can if relevant add the contact information of the local participating company. Invoice will always be issued in DKK to the Danish company address.

We reserve the right to offer you participation at a different price should any of the above criteria's change. Should this result in a higher price than quoted, you have the right to cancel your participation. Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel.

NB! Participation cannot be made dependant of special placement and design, e.g. corner exhibit and multiple externally facing sides of the exhibit.

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Title _____

Direct telephone _____

E-mail _____

Participant (if other than contact person, incl. e-mail) _____

Date & signature _____

Please return the completed registration form to Danish Agriculture & Food Council
Please return *no later than 19 November 2018* to Michael Stahlschmidt, mis@lf.dk

Registration is made in accordance with DAFC's terms of participation (attached)

Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised by:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by DAFC are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by *force majeure*, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. DAFC' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that DAFC' terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.