



International Fermented Food Expo

Oct. 19th–23rd. 2017

Jeonju, Republic of Korea

**The world's only fermented food expo,
It is achieving a **world-class status**.**

The Jeonju International Fermented Food Expo was founded specially for the field of fermentation in 2003, and it is held every October in Jeonju.

The Jeonju International Fermented Food Expo, celebrating its 15th anniversary, provides a business platform to exhibit and trade fermentation products from all over the world in an attempt to support the industry's international expansion and global network. The fair is leading the development of Korean fermentation food field.



2011~2016

**"International Endorsed Exhibition"
by the Ministry of Trade, Industry and Energy, 6 years in a row**

Jeollabuk-do's only government-recognized and internationally certified expo.



2012~2015

"Korean Promising Exhibition", 4 years in a row

The only expo among, not only Jeollabuk-do's but also Korea's, local food expo.

Oct. 19th–23rd. 2017

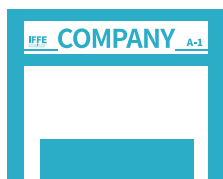
Jeonju World Cup Stadium, Republic of Korea

The host state, Jeollabuk-do is a key role player in food industry in Korea, and it is reinforcing the industrialization of value-added agrifood based on the national food cluster complex, Rural Development Administration, Korea Food Research Institute and the abundance of food related R&D infrastructure.

With the unique characteristics of its local community, The Jeonju International Fermented Food Expo offers a variety of business programs such as B2B buyer consultation meetings, B2C marketing opportunities, seminars and conferences. By operating the programs, it seeks to develop new markets in Korea and overseas and support expansion of trades.

The Jeonju International Fermented Food Expo is in full support of your company's new business marketing.

Overview 2016



334

Total Participating
enterprises & institutes



150,000

Visitors



USD 2 million

B2C on-site sales



USD 13.9 million

B2B Consultation records

Korean Buyers

- Buyers of CJ Fresh way, Hyundai Department Store, Lotte Department Store, Shinsegae Department Store, mega Mart, Nonghyup, Eland Retail, BGF Retail, Lotte Home Shopping, Lotte Mart, Samjin Globalnet, GS Retail, Seven Eleven and other major distributors have participated

Overseas buyers & Exhibitors

- Aeon, Itoiyokado, Lotte mart, Hmart, Nomin Food and other distributors, trading companies, importing venders from Asia, South-East Asia, US, Europe have participated
- Diverse exhibitors from 14 countries (Japan, China, Peru, India, Kenya, USA, Denmark, Colombia, Georgia, Greece, Ethiopia, Turkey etc.

Evaluation: Media

- Institute & Media Coverage Covered by major mass media and Institutes including KBS / MBC / JTV / OBS / Joong-Ang ilbo / Donga-A ilbo/ Nihon shokudo / Korean-German Chamber of Commerce and Industry / The American Chamber of Commerce in Korea / French-Korean-Chamber of Commerce and Industry / Food Australia / Yahoo Japan Headline News / aT agro Food



Outline

Period : Oct. 19(Thu) – 23(Mon) 2017 [5 days]
Venue : Jeonju World Cup Stadium Meeting Plaza [Outdoors]
Size : 15,000m², 400 booths, 350 companies from 20 countries
Program : Exhibit, B2B consultation, conference, inspection, academy, activities etc.

Hosted by : Jeonbuk  Asiart Jeonju

Organized by : JIF Jeonbuk Institute for Food-Bioindustry

Support :  Ministry of Agriculture, Food and Rural Affairs  Ministry of Trade, Industry and Energy  Ministry of Food and Drug Safety
 National Agricultural Products Quality Management Service  Small and Medium Business Administration  Korea Customs Service
 KfRI Korea Food Research Institute  전북농업기술혁신센터

Trade Hall

Purpose : Display new international fermented food from all over the world
Period : Oct. 19(Thu) – 23(Mon) 2017 [5 days]
Venue : Jeonju World Cup Stadium Meeting Plaza [Outdoors]

Invitation of Buyers at(B2B Consultation)

What's IFFE B2B

– One-on-one customized business consultation with over 400 exhibitors and agrifood buyers

Outline

– Date & Time : Oct. 19 (Thu) – 20 (Fri) 10:00–18:00
 – Venue : Business Hall & Trade Hall

Invitee

– Individual buyers : Individual invitation will be sent upon application
 – Group buyers : Groups of 10 or more in distribution enterprises, import/export enterprises, vendors and other interested buyers as sociations will be invited upon their applications

Benefits

– Airfare, interpretation, accommodation and shuttle bus
 – Providing a tour for national food cluster and regional food industrial complex upon request

Benefits for Overseas Exhibitors

Benefit 1. Business Meeting Service

– 2 days of intensive business opportunity focused on B2B consultation with Korean and overseas buyers
 – Offering extra business meeting opportunities upon request

Benefit 2. Interpretation Support

– Providing translation / interpretation services (English / Chinese / Japanese)

Benefit 3. Business Inspection

– Providing a tour for national food cluster and regional food industrial complex upon request

Benefit 4. PR Service

– Inclusion in the IFFE business directory (free of charge)
 Offering opportunities for mass media exposure interview, news articles, etc.

Exhibitor's information

Booth	Prefabricated (Standard/3mx3m)	Independent (Space Only/3mx3m)	Period & Time
Trade	USD 1,530 / Booth	USD 1,240 / Booth	Oct. 19(Thu) ~ 23(Mon) 10:00~18:00 (Finish at 3 p.m last day)

Service

– Electricity: 1kw, 10:00~19:00
 – Spotlight, Fascia Board, Carpet, one Information Desk, one chair

How to apply

Period for applying : 15th. May ~ 31st. August
How to apply : Fill out application form and email us

Inquiry and application

Fermented Food Expo Team,
Jeonbuk Institute for Food-bioindustry

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Economic Achievements

USD **38,300,000**

USD 38.3 million in foreign export contracts over the last 6 years

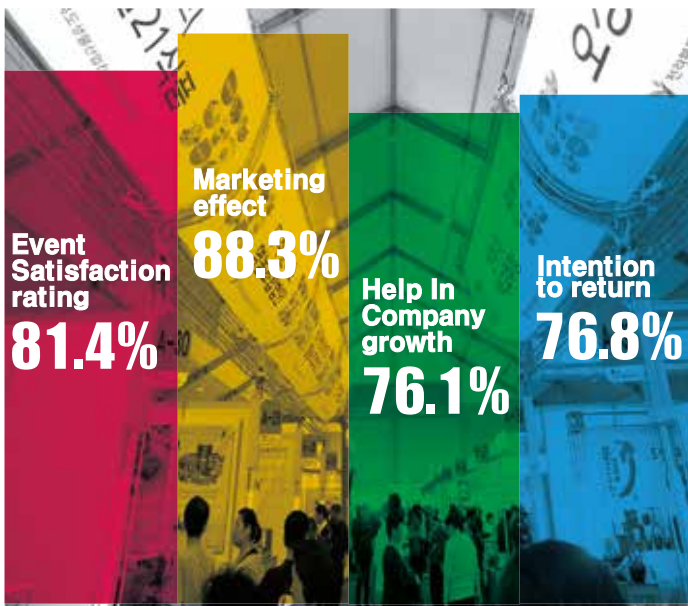


USD **15,000,000**

USD 15 million recorded in on-site consumer sales over the last 6 years



Results of participating companies' survey evaluation



Why Jeonju Int'l Fermented Food Expo?

Merit 1

- A specialized area for fermented food and specialties
- Korean national food cluster created area as well as many infrastructures based on R&D facilities

Merit 2

- High attention and visit ratio of target buyers and companies
- Providing target marketing strategies for B2B & B2C
- Various promotional channels available

Merit 3

- Offering strengthened full-time business matching services for participants



IFFE International Fermented Food Expo

