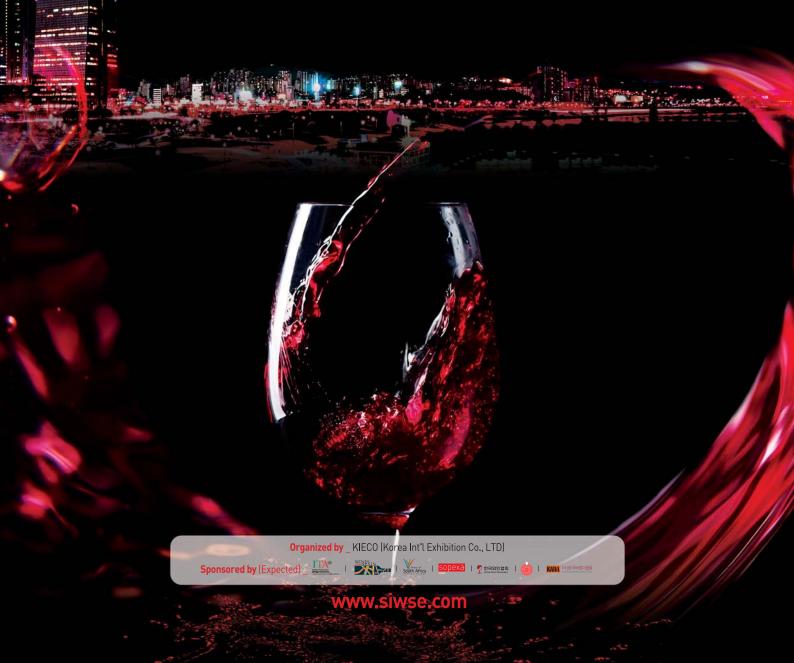


# Seoul International Least Seoul Least Seoul International Least Seoul International Least Seoul

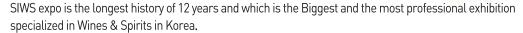
April 23<sup>rd</sup>(Thur.) ~ 25<sup>th</sup>(Sat.), 2015 COEX Hall B, Seoul, KOREA



### Seoul International

### Wines & Spirits Expo 2015







### **SEC** Overview of Expo

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- \* Title The 13th Seoul International Wines & Spirits Expo
- \* Date April 23rd(Thur.) 25th(Sat.), 2015
- \* Venue COEX Hall B, Seoul, Korea
- \* Organization Korea International Exhibition Co., Ltd
- \* Sponsor (Expected) ICE, Wines from Spain, WOSA, SOPEXA, Korea Wine Association, Korea Sommelier Association, Korea Bartenders Association
- \* Scale (Expected) 7,776 m<sup>2</sup>
- \* Expected Exhibitors About 200 companies from 20 nations
- \* Expected Visitors About 30,000 (Buyers 6,000)
- \* Media Partners (Expected) Wine Review, Liquor Journal, Hotel & Restaurant, Wine21.Com

### **Exhibits**





### Wine

Red wine / White wine / Rose wine / Sparkling wine / Fortified wine, etc.



### **Equipment, Shipping, Packaging**

Production equipment / Microbrewery / Transport / Storage / Packaging / Interior, etc.



### Beers, Sprits, Korea Traditional Alcoholic Beverage

Beer/Whisky/Vodka/Brandy/Cognac/Rum/Gin/Tequila/ Japanese sake/Chinese spirits/Korea traditional alcoholic beverage, etc.



### Service & Media

Wine magazine / Liquor magazine / Wine educational institution, etc.



### Wine Cellars & Accessories

Wine cellar / Accessory / Wine glass / Ice maker, etc.



### **Specialty Stores**

Wine shop / Liquor shop / Franchise / Restaurant / Bar / Catering, etc.



### Foods

Cheese / Olive / Pasta / bakery / Ham / Sausage / Seafood / Chocolate / Snake / Coffee, etc.



### **Embassies, Associations**

Embassy in Korea / Trade-investment promotion agency / Diplomatic office / Foreign organizations, etc.

### **Events** (Expected)



### Korea Wine Future Forum

People in various fields will meet together and gather their opinions for the development and growth of Korean wine market in the long term.

### Korea Sommelier Conference

Korea's only special conference for sommeliers, handling various issues of wine industry and improvement of their capacity.

### World Beer Festival

This beer festival representing rapidly growing Korean beer market will give an opportunity for visitors to taste various kinds of beers distributed in Korea and for beers makers to promote their beer in one place.

### Seoul Bar Show

New trend of alcohol consumption such as liquors white spirits and hard liquors will be introduced.

### Seoul Sake Festival

Sake importers and experts will let people know Japanese sake and give an opportunity for visitors to enjoy it.

### Discover New Arrival Wines

New wines imported six months or shorter ago will be introduced. This event will be essential for F&B managers finding new items.

lpha The events may be changed at the discretion of the organization. Detailed information will be notified later.

### **\*\*\*** Application Deadline

\* Early application Dec. 15, 2014

(Benefits of early application: USD 200 discount per booth)

\* General application Feb. 16, 2015

(The deadline may be shorter because booth application is closed.)

## Pay Deposit Pay Balance Open Expo Deadline: Feb. 16, 2015 Pay 50% of total booth fee within a week after application is submitted Deadline: Mar. 16, 2015 Date: Apr. 23, 2015

			<u> </u>	* VAT EXCLUDI
Booth Type		Provision Details	Fee	
Space Only		Only exhibit raw space is provided  (Each participant should directly install a booth through an approved contractor of COEX.)	USD 2,800 / booth	
Standard Booth	1 side open / non corner (3m*3m)	5	Space & Shell booth includes: Carpeted floor, 1 signboard, 1kw electricity with 1 socket, 5 spotlights, 1 desk, 1 table, 3 chairs Tasting Kit: 10 glasses, 1 ice bucket, 1 spittoon and 6 bottles of water	USD 3,100 / booth
	2 side open / 1 corner (3m*3m)	5		USD 3,300 / booth
Wine Upgrade Booth	A type (3m*2m)			USD 2,200 / booth
	B type (3m*3m)	A5000 Statement send		USD 3,500 / booth
	C type (3m*3m)	1900 District than		USD 3,900 / booth

\* For any question about Wine upgrade booth, please contact organizing office. [82-2-761-2512]

### **How to Apply?**

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\* By Email

Go to our website : www.siwse.com → Application Form Download → Fill in the form and email us to intosws@gmail.com

\* By Fax

Go to our website : www.siwse.com  $\rightarrow$  Application Form Download  $\rightarrow$  Fill in the form and fax us to +82 - 2-761-2517

- \* Additional Service Application (Electricity, Telephone, LAN, Furniture Rental, Interpreter etc)

  Go to our website: <a href="https://www.siwse.com">www.siwse.com</a> Additional Service Application Form Download Fill in the form and email us to <a href="https://www.siwse.com">intosws@gmail.com</a>
- \* For any questions about booth, contact 82-2-761-2512 or intosws@daum.net. / intosws@gmail.com
- \*\* For application for additional items (e.g. electricity, phone, Internet line, water, etc.), fill out the application downloaded from the Expo website (www.siwse.com) and send it by e-mail.

### **EXECUTE** Payment Information

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- \* Bank Name: Shinhan Bank
- \* Bank Address: 57, Yeouinaru-ro, Yeongdeungpo-gu, Seoul
- \* Account Number (Holder): ShinhanBank 180-006-384140 (Mun, Young-su)
- \* Swift Code: SHBKKRSE (Participant company name should bee displayed in the Depositor field.)



### Seoul International Wines & Spirits Expo 2014 Show Report









### **2014 Expo Result**

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\* Title The 12th Seoul International Wines & Spirits Expo

\* Date April 17th (Thu.) - 19th (Sat.), 2014

\* Venue COEX Hall C, Seoul, Korea

\* Hos Korea Wines & Spirits Importers Association\* Organization Korea International Exhibition Co., Ltd

\* Sponsor ICE, WOSA, Wines from Spain, Korea Wine Association, Korea Sommelier Association, Korea Bartenders Association

\* Scale 7,776 m

\* Exhibitors 210 booths of 163 companies from 18 nations

\* Visitors 20,125 (Buyers 5,695)

\* Media Partners Wine Review, Liquor Journal, Hotel & Restaurant, Wine21.Com, Wine in China

