

Seoul International **Wines &** SPIRITS EXPO 2015

April **23rd** (Thur.) ~ **25th** (Sat.), 2015

COEX Hall B, Seoul, KOREA

Organized by _ KIECO (Korea Int'l Exhibition Co., LTD)

Sponsored by (Expected)



www.siwse.com

Seoul International Wines & Spirits Expo 2015



Your Business in Korea starts from 'Seoul International Wines & Spirits Expo'

SIWS expo is the longest history of 12 years and which is the Biggest and the most professional exhibition specialized in Wines & Spirits in Korea.

Overview of Expo

- * **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 m²
- * **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.

※ 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.)







Participation Procedure

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

Booth Information



※ VAT EXCLUDED

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) 	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) 		USD 3,300 / booth
Wine Upgrade Booth	A type (3m*2m) 		USD 2,200 / booth
	B type (3m*3m) 		USD 3,500 / booth
	C type (3m*3m) 		USD 3,900 / booth

※ For any question about Wine upgrade booth, please contact organizing office. (82-2-761-2512)

How to Apply?



- * **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 → Application Form Download → 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 : www.siwse.com → Additional Service Application Form Download → Fill in the form and email us to intosws@gmail.com

※ 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.

Payment Information



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



Seoul International Wines & Spirits Expo 2014 Show Report



2014 Expo Result

- * 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 7,776m²
- * 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

2014 Buyers Business Type



2014 Visitors' interest

