



## JOIN THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 7-8 NOVEMBER 2019, SEOUL, SOUTH KOREA

Please sign up before Friday 16 August 2019

**FOOD  
NATION**

**DENMARK** is joining forces with the Finnish, Norwegian and Swedish Embassies in South Korea organizing **THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 2019** - a strong business platform for food and beverage companies, who want to start up business in South Korea or strengthen their existing business.

### FOR NEW COMPANIES IN KOREA

The Confederation of Danish Industry and the Danish Embassy in Korea will assist you in all aspects of introducing your product and setting up B2B-meetings for your company with relevant high quality buyers in South Korea. Your product will also be included in the cooking event.

### FOR EXISTING COMPANIES IN KOREA

If your product is already being sold in South Korea you can join the **THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 2019** to meet new business partners and buyers and get your product included in the cooking event. A B2C-event is also being considered.

Organizers are the Confederation of Danish Industry, the Danish Embassy in Seoul with Food Nation as branding partner together with the Finnish, the Norwegian and the Swedish Embassies in Seoul.

## TENTATIVE PROGRAMME

### THURSDAY 7 NOVEMBER 2019

Seminar on F&B sector  
B2B meetings at selected  
supermarkets/e-retailers/malls  
Joint dinner for all Nordic participants

### FRIDAY 8 NOVEMBER 2019

Nordic B2B-event (+100 participants)  
Nordic Cooking Show Event  
VIP Networking Dinner

Please note that the final program will be adjusted according to the overall profile and interests of the business delegation.

### PRICE 14.800 DKK (excl. VAT)

Based on an already approved subsidy from The Danish Trade Council and a minimum of 7 participating Danish companies where at least three are SME's.

Please sign up before Friday 16 August 2019



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



Confederation of Danish Industry

# NORDIC FOOD & BEVERAGE DAYS IN SEOUL 2019

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Please sign up before Friday 16 August 2019

**FOOD  
NATION**

### WHO SHOULD JOIN?

**THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 2019** is your chance to meet key HORECA/ importers/distributors/food service industry players in South Korea.

All the Nordic Embassies in Seoul will join forces to secure participation from highly relevant buyers. **THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 2019** is relevant for all companies operating in the following sectors:

*BAKERY - BEEF - BEER - BUTTER - BUTTERCOOKIES - CANDY - CHEESE - CONFECTIONARY - DAIRY - FROZEN FOOD - FRESH FOOD - FRUIT WINE - ICE CREAM - JAM - JUICES - MARMALADE - MILK - ORGANIC - PRODUCT - PASTRY - POULTRY - SEAFOOD - SHAKES - SMOOTHIES - SNACKS - SODA - SPIRITS - SPREADS*

### MARKET INFORMATION

South Korea is often overlooked when companies are looking for new markets in Asia. Thanks to years of rapid economic development South Korea is now the 12th largest economy in the world and the 4th largest in Asia, with a population above 50 million people and 50 per cent living in the Seoul Capital Area.

The South Korean market is characterized by rapid urbanization and a young population with sophisticated taste. The South Koreans demand innovative and high quality F&B products as well as unique dining experiences. This creates a solid demand for Nordic products that are associated with high quality and high food safety. South Korea has almost no land available for commercial farming and relies on imports to fulfil the demands for F&B products.

### BACKGROUND

**THE NORDIC FOOD & BEVERAGE DAYS IN KOREA 2019** has helped to introduce many Nordic brands and products to the South Korean market. Due to increased interest from Danish food and beverage companies the Confederation of Danish Industry and the Embassy of Denmark in Seoul together with Food Nation as branding partner will again offer this strong export platform with a focused B2B programme.



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Please sign up before Friday 16 August 2019

# FOOD NATION

### PRICE 14,800 EXCLUDING VAT

#### *Included in the price*

- Seminar on F&B sector in Korea (optional)
- Tailormade B2B meetings at selected supermarkets/e-retailers/food service/malls
- Joint dinner for all Nordic participants
- Tailor made B2B meetings at Nordic B2B-event (+100 participants)
- Nordic Cooking Show Event
- VIP Networking dinner
- Local transportation.
- Joint product catalogue in English and Korean
- Help from The Confederation of Danish Industry and The Danish Embassy in Korea regarding all aspects of your participation—from getting your products into Korea to set up the right programme for you and your company.

### HOTEL AND TRAVEL INFORMATION

After the registration deadline, the organizers will send out a travel proposal and suggest an exhibitor hotel. Please feel free to organize your own travel and accommodation.

### HOW TO REGISTER

Please register by clicking 'REGISTER HERE' to follow the link to the online registration form. [Please sign up before Friday 16 August 2019](#)

### THE FINE PRINT

*The price is based on a already approved 50 per cent subsidy from the Danish Trade Council and a minimum of seven companies signing up. Due to new rules a company can maximum receive DKK 50,000 in support from the Trade Council.*

*Registration cannot be made dependent on location on the Danish area.*

*The location of each company will be chosen by lottery, but size of the area and competition situation between exhibitors will be considered. You are guaranteed not to be next to a competing company selling the same kind of products.*

*The **registration is binding** and in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry (DI). [Download here.](#)*

[REGISTER HERE](#)

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Confederation of Danish Industry

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**EMBASSY OF DENMARK**  
Seoul