



# JOIN THE NORDIC FOOD & BEVERAGE DAYS IN KOREA

**THE NORDIC FOOD & BEVERAGE DAYS** is a strong business platform for food and beverage companies, who want to start up business in South Korea or strengthen their existing business.

Denmark is again joining forces with the Finnish and Swedish Embassies in South Korea to organize **THE NORDIC F&B DAYS IN KOREA**. Due to COVID-19, the event will be organized as two separate events - a virtual week in late October 2020 and two days in Seoul in March 2021.

## THE VIRTUAL WEEK 26-30 OCTOBER 2020

This online export promotion event targeting the leading South Korean food companies. Based on the requirements and interests of the participating companies, the embassy will approach the responsible for purchasing from the South Korean food industry and arrange one-to-one online meetings for each participating company where you can present your products and solutions to potential buyers among top industry players in the South Korean food industry.

## NORDIC F&B EVENT IN SEOUL 15-16 MARCH 2021

Tailor-made B2B meetings, market presentations and a VIP reception at the Ambassador's residence with business guests invited in close dialogue with the participating companies. The organizers are the Confederation of Danish Industry, the Danish Embassy in Seoul with Food Nation as branding partner together with the Finnish and the Swedish Embassies in Seoul.

## WHEN AND WHERE?

VIRTUAL NORDIC F&B EVENT  
26-30 OCTOBER 2020

PHYSICAL NORDIC F&B EVENT  
15-16 MARCH 2021 IN SEOUL

## TENTATIVE PROGRAMME

### 18 SEPTEMBER 2020

ONLINE INTRODUCTION TO NORDIC F&B EVENT – MARKET OUTLOOK TO THE KOREAN FOOD SECTOR AND INTRODUCTION TO NORDIC F&B EVENT (SEPARATE INVITATION)

### 26-30 OCTOBER 2020

NORDIC F&B VIRTUAL WEEK

### 15-16 MARCH 2021

NORDIC F&B DAYS IN SEOUL  
Seminar on Korean F&B sector  
Nordic B2B event (+100 participants)  
Tailor-made B2B meetings  
VIP Networking Dinner at the Ambassador's Residence

## PRICE 10,500 DKK

Excl. VAT and incl. 75 per cent support from The Trade Council.

Please sign up before Monday 21 September 2020:

[REGISTER BY CLICKING HERE](#)



Confederation of Danish Industry



MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*

# JOIN THE NORDIC FOOD & BEVERAGE DAYS IN KOREA

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

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

BAKERY - BEEF - BEER - BUTTER - BUTTERCOOKIES - CANDY - CHEESE - CONFECTIONARY - DAIRY – FOOD INGREDIENTS - FROZEN FOOD - FRESH FOOD - FRUIT WINE - ICE CREAM – JAM - JUICES - MARMALADE - MILK - ORGANIC – PRODUCT - PASTRY - POULTRY - PROBIOTICS - 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 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. In 2019, 8 Danish companies participated together with 17 other Nordic companies.

## CONTACT

SØREN FALCK  
Leading International Advisor  
+45 3027 7292  
[srfk@di.dk](mailto:srfk@di.dk)



Confederation of Danish Industry

NAHEE KIM  
Commercial Officer - Food and Agriculture  
+82 2 6363 4828  
[nahkim@um.dk](mailto:nahkim@um.dk)



EMBASSY OF DENMARK  
Seoul

## TRAVEL AND ACCOMODATION

After the registration deadline, the organizers will send out an optional travel proposal and suggest an optional exhibitor hotel.



Confederation of Danish Industry



MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*

# JOIN THE NORDIC FOOD & BEVERAGE DAYS IN KOREA

## INCLUDED IN THE PRICE

### 18 September 2020

Online introduction webinar

### 28 September – 2 October 2020

Individual phone meetings with each company signed up to target the right B2B meetings

### 26-30 October 2020

The Nordic F&B Virtual Week – with online tailor-made B2B meetings and interpretation if needed

### 15-16 March 2021

B2B meetings at selected supermarkets/e-retailers/food service/food industry

Tailor-made B2B meetings at Nordic B2B event (+100 participants) with interpretation if needed

Nordic Cooking Show Event

VIP Networking dinner at the Ambassador's Residence

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 setting up the right programme for you and your company.

## PRICE 10,500 DKK

Excl. VAT and incl. 75 per cent support from the Danish Trade Council for one person per company. Extra company participants: 500 DKK per person.

## [REGISTER BY CLICKING HERE](#)

Please sign up before Monday 21 September 2020

## THE FINE PRINT

The price is calculated on a fixed number of eight companies and a 75 per cent support from the Danish Trade Council. If the number of participating companies changes or if the support from the Trade Council is not approved, we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted, you have the right to cancel your participation.

Registration is in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. [Read more.](#)

## Save time and money on your ATA Carnets

The Confederation of Danish Industry's Chamber of Commerce can help you and your company with an ATA Carnet. As a member you will save 50 per cent on the price. The ATA Carnet is a document permitting temporary duty-free and tax-free export and import of goods (up to one year). Using a carnet is the easiest way to speed through customs and save money. Please contact DI Certifikatservice (DI Chamber of Commerce), we are ready to help you with your ATA Carnet and answer your questions, if any. [Read more.](#)