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디저트 &
스낵 특별관 2018

DESSERT & SNACK PAVILION

2018.8.16(THU) - 18(SAT)

COEX HALL A



World Expo Co., LTD

2018 DESSERT & SNACK PAVILION

DESSERT&SNACK PAVILION 2018 TRENDING! EATING! ENJOYING!

In Dessert&Snack Pavilion 2018, we prepare a place where practitioners and many visitors can communicate with each other in variety of special events and items selected by professional patissiers.

Like star chef in Korea, dessert industry has been continuously grown and developed. Recently, more and more people have been often dining around desserts rather than occasionally and more and more desserts are being targeted.

Garosu-gil, Road of Sinsa-dong and food markets of department stores are also continuing a sweet competition with various dessert like macaroons, tarts, roll-cakes, etc.

These dessert trends were collected and the main items of excellent companies at domestic and overseas gathered together in Desserts & Snack Pavilion held at COEX in 2018.

This event will give our exhibitors, buyers, and visitors a chance to get more information and to open new distribution channels.

DESSERT & SNACK PAVILION 2018 KOREA

1. Reflection to recent dessert and food trend
 - Various desserts and snacks made up of themes in one place
 - Opportunity to meet showcase of new products in advance
2. Opportunity to find various partners and markets
 - Provide opportunities for participating companies to expand their distribution channels through business and networking
3. Maximization of promotion and marketing through co-located event
 - The 17th Organic & Natural Trade Fair
 - Halal Trade Expo Korea
 - Seoul Fermented Food & Culture Show
 - Return Farm & Edutainment Expo
4. 22 years of experience and know-how to exhibit in Korea



2018. 8. 16(THU) ~ 18(SAT) COEX HALL A

Dessert & Snack Pavilion 2018

Dessert & Snack Pavilion 2018 KOREA!

One of the largest Dessert shows in Korea, Dessert & Snack Pavilion 2018 will be held on 2018. 8. 16(Thu) ~ 18(Sat) COEX HALL A, Seoul, Korea. In order to expand & vitalize the Dessert Industry in Korea, this Exhibition focused on Global trend of Dessert & Snack. It will attract hundreds of Dessert Franchise Brands, Restaurant industry and Professional patissier store etc. We will support national and international visitors and dessert industry professionals to explore more information through the exhibition.

Show Outline

Show Title	Dessert & Snack Pavilion 2018
Period	2018. 8. 16(Thu) ~ 18(Sat)
Venue	COEX HALL A, Seoul, Korea
Space	150 Booth
Organizer	World Expo Co., Ltd.
Website	www.dessertfair.co.kr
Concurrent Events	Organic & Natural Show, Halal Trade Expo Korea, Seoul Fermented Food Culture Show

Exhibit Profiles

Dessert	Bakery, Candy, Sweets, Biscuits, Chocolates, Macaroons, Tarts, Roll, Cake, Jelly, Ice-cream etc..
Food & Beverage	Beverage, Fruit wine, Coffee, Tea, Alcoholic beverages, Sparkling water etc.
Ingredients	Milk, Sauces, Syrup, Cheese, Nuts etc.
Food equipment and accessories	Showcase, Coffee machine, Dough mixer, oven, Ice Machine, Snow Cone Machine, Blender etc.
Education and media	Baking, Barista Academy etc.

Major Visitors

- Department stores, Hypermarket, and large retailers MD
- Food company and Food restaurant MD
- Food association and Food research institute
- Franchisees and Franchisors
- 30,000 visitors (expected)



Contact Us

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2018. 8. 16(THU) ~ 18(SAT) COEX HALL A

Expected Effect

Exhibitors

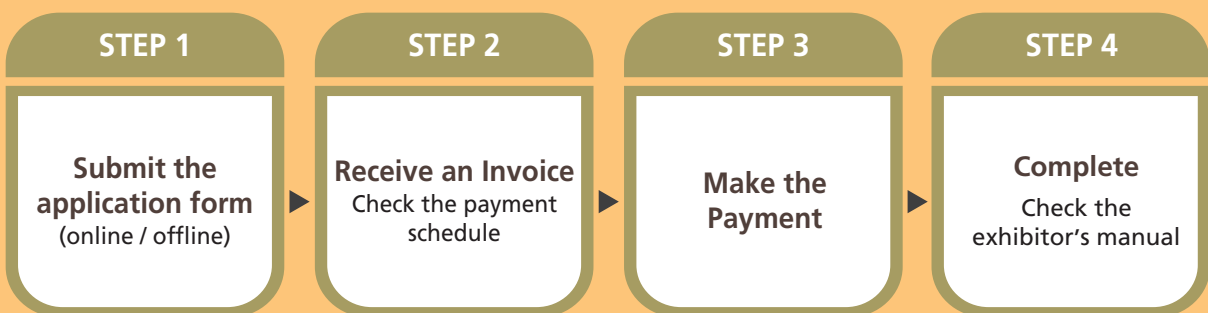
- Great Opportunity to find new clients
- PR marketing at the **Huge marketplace**
- Find and recognized **potential for growth**

Visitors

- Excellent event and seminar, recommended to everyone
- **great and huge place** to make business in Korea
- A good Fair to sources for **dessert trend and new idea**

Participation

Procedure



Participation fee

Description	Amount
Option 1 : Raw Space Only (Minimum 36 sqm) Any stand constructions not included	USD 2000
Option 2 : Shell Scheme package (Incl. Laminated panels, 1 Info Desk, 1 Chair, 3 Spot Lights, Pytex, Fascia board, 1Kw Power Supply(DAYTIME ONLY / ~ 17:00))	USD 2500

Payment

Name of Bank. SHINHAN BANK
Account No. 100-023-480950
Account Holder. World Expo co., Ltd.
SWIFT Code. SHBKRRSEXXX

