

SEOUL



FOOD SAFETY 2008

May 14-17, 2008

KINTEX

Korea Int' 1 Exhibition Center

Host

kotra

Concurrent Events

SEOUL FOOD & HOTEL 2008

SEOUL FOODTECH 2008



Concurrent Events



SEOUL FOODTECH

KINTEX HALL 1, 2 (16,425m²)

Food Machinery
Kitchen Appliances
Furniture Supplies, etc.



SEOUL FOOD SAFETY

KINTEX HALL 2 (6,327m²)

Food Safety / Distribution
IT products, etc.



SEOUL FOOD & HOTEL

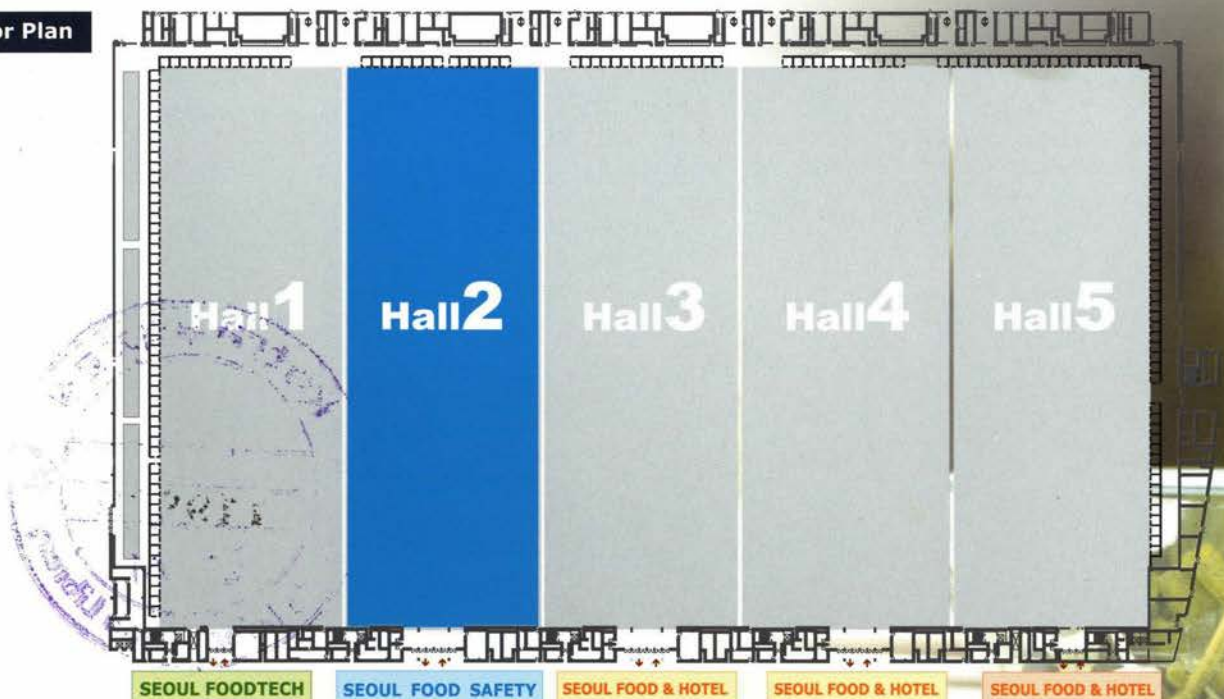
KINTEX HALL 3, 4, 5

Food & Hotel Supplies

Seoul Int'l Food Fair

May 14-17, 2008 KINTEX

Floor Plan



SEOUL FOOD SAFETY 2008

Seoul Food Safety is held annually to bring attention to the importance of food safety both domestically and internationally.

The exhibition offers industry professionals the opportunity to exchange information on safety in the food industry.

Seoul Food Safety is the largest professional exhibition related to food safety in Korea.

The exhibition contributes to the development of the food safety and distribution industry.

In order to ensure the success of the exhibition, Seoul Food Safety will induce international buyers and professionals from throughout the food safety industry.

The Business Day program held during Seoul Food Safety will focus on purchasing strategies and business consultations.

KOTRA's global network of overseas trade centers will be utilized to attract international buyers to Seoul Food Safety 2008.

Seoul Food & Hotel and Seoul FoodTech Joint Events

Adding a dynamic dimension to next year's event will be two exhibitions Seoul Food & Hotel and Seoul Food Tech held concurrently with 2008 Seoul Food Safety to create new industrial synergies.

Exhibition Overview

Title : Seoul Food Safety 2008

Period : May 14 ~ 17, 2008

Business Days : May 14 ~ 15

Venue : KINTEX (Korea International Exhibition Center) Hall #2

Scale : 6,327m²

Organizer : KOTRA (Korea Trade-Investment Promotion Agency)

Sponsors (Provisional) : Ministry of Commerce, Industry and Energy(MOCIE)

Ministry of Culture and Tourism (MOCT)

Ministry of Health and Welfare (MOHW)

Korea Food & Drug Administration (KFDA)

Gyeonggi-Do

Goyang City

Korean Society of Food Science and Technology (KoSFoST)

Korean Society for Food Engineering(K:S.F.E)

Korea Foods Industry Association (KFIA)


Korea Distribution Science Association(KoDiSA)

Korea Food Safety Association (KFSA)

The Korean Society of Food Hygiene and Safety

Korea Food & Environment Institute (KFI)





Exhibition Overview

Food Sanitation/Food Safety Equipment

Food preparation equipment and systems, contamination protection, HACCP application equipment, cooking kit sterilizer sanitation materials / clean-room materials / food waste administration equipment, disinfectant storage / sanitizers / sterilization equipment / dryers / water purifiers / cleaners, food equipment and items for daily use, etc.

Food Safety Inspection/Analysis

Food danger material analyzer / food sanitation measurement equipment / Microbiological measuring instrument / residual agrichemical analyzers / ingredient analyzers / gamma ray sterilizer / food examination equipment / foreign substance detectors / thermometers / moisture measurement devices / pH analyzers / food instrumentation / experiment/testing instruments, etc.

Food Safety Transportation/Distribution

Freezers / refrigerator cars, hygrothermograph, supermarket supplies, distribution equipment, RFID H/W & solutions, administration systems, automatic sales systems, etc.

Food Preservation and Food Service Systems

Freshness preservation, vacuum sealing technology / refrigeration technology / food preservatives, packing tools, food sanitation paper products, dry ice, desiccants, natural antiseptic, food service equipment, tableware, trays, etc.

IT Equipment, etc.

System kitchens & H.A. machinery / order entry systems / electronic ordering systems, etc./ food industry related safety systems and products for safety evaluation, administration, and information exchange.

ON-LINE APPLICATION

1. Site Address : www.seoulfoodsafety.or.kr.

2. Click [On-Line Registration]

3. New Registrations / Membership Registration

4. Fill Out Registration Form

The screenshot shows a web browser window with the URL <http://www.exportal.or.kr>. The main window displays the 'Application for Utility Services' form. It includes a table with the following data:

Category	Contents	Particulars	Unit	Unit Price	Amount
Booth	Space with Shell Stand	<input type="checkbox"/>	Booth	3,015	
Utility Services	LH-GAS (Provision)-T.B.A.	<input type="checkbox"/>	Line	300	
	Air Supply	<input type="checkbox"/>	Point	140	
	Pressed Air	<input type="checkbox"/>	Point	130	
	Internet Line	<input type="checkbox"/>	Port	90	
	Priority 24 hours	<input type="checkbox"/>	kw	50	

There are 'Save' and 'Close' buttons at the bottom right of the form. A 'SIGN IN' window is overlaid on the left side of the form, showing fields for ID and PW, and buttons for 'Sign In Now' and 'Sign Up Now'.

PARTICIPATION FEE

* Basic Unit : 1 Booth($9m^2=3m \times 3m$) [Additional space is available by basic unit($9m^2$)]

Floor Space Only	Floor Space with Shell Stand
USD 2,520 per Booth (Minimum area $18m^2$)	USD 3,015 per Booth

EARLY BIRD RATE

Early-Bird Deadline	Discount Rate	Remarks
October 31. 2007	9% (=USD 225 per m^2)	Based on Space Only Price

Note

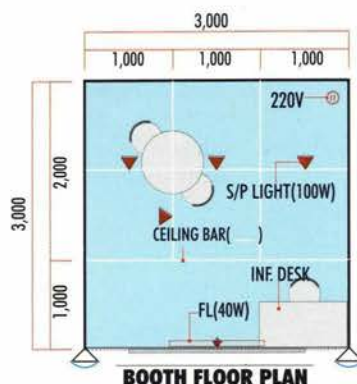
The early bird offer is available only for those who have completed the online registration and remitted 50% of the booth fee prior to the above deadline.

DEADLINE

Application & Payment Deadline : February 29, 2008

STAND PACKAGES

Walk-on Stand



If exhibitors need additional furniture, please contact the KINTEX-appointed furniture rental agency directly. Refer to Seoul Food Safety Homepage, [www.seoulfoodsafety.or.kr]

Space Only

Bare floor space, ideal for large exhibitors or national groups who wish to build their own stand. Exhibitors in need of additional furniture should contact the KINTEX designed furniture rental agency directly. Refer to Seoul Food Safety Website [www.seoulfoodsafety.or.kr]

UTILITY SERVICES

Category	Contents	Unit Price
Electricity	7 hours 10:00~17:00	220V single-phase USD 50/ kW
	(Installation & Usage charge)	220V three-phase USD 50/ kW
		380V three-phase USD 50/ kW
	24 hours (Installation & Usage charge)	220V single-phase USD 60/ kW
Telephone	Domestic Calls	USD 70/set
	International Calls	USD 200/set
Internet Line	Installation & Usage charge	USD 100/port
Water Supply	Installation & Usage charge	USD 150/site
Compressed Air	Installation & Usage charge	USD 150/site

- Electricity is 1kW free of charge per Walk-on Stand. No electricity will be provided by the organizer for Space Only Stands. Exhibitors must apply for electricity as required.
- The telephone/Internet connection fee includes lease, setup and usage fee.
- Water, drainage and compressed air will be made available at fixed points via underground duct below or adjacent to the stand. It is the responsibility of the exhibitor to provide, install and pay for the necessary connection work.

REMITTING PAYMENT

Bank : Korea Exchange Bank, Yangjaenam Branch

Account No. : 436 - JSD - 100024 3

Beneficiary : Korea Trade-Investment Promotion Agency

Swift Code : KOEXKRSE

Bank Address : 231 Yangjae-dong, Seocho-gu, Seoul, 137-130, Korea

Bank Telephone : +82-2-3464-4420 / Fax: +82-2-3464-4460

For further information, please visit the SEOUL FOOD SAFETY Web site at [www.seoulfoodsafety.or.kr] or contact the nearest KOTRA trade center.

KOTRA (Korea Trade-Investment Promotion Agency)

300-9 Yomgok-dong Seocho-gu Seoul 137-749 Korea

Tel : +82-2-3460-7267 / 7265

Fax : +82-2-3460-7916 / 7918

E-mail : info@seoulfoodsafety.or.kr

BOOTH ALLOCATION

- Exhibits will first be categorized, taking into consideration the exhibits and nationality of the exhibitor.
- Booths will be allocated following the application deadline, taking into consideration the application date and payment, scale and record of past participation.



THE OFFICIAL DIRECTORY

The official directory includes the basic information for all exhibitors at Seoul Food Safety 2008

Content

Company name, address, phone number, fax number, E-mail, homepage, exhibit items, etc -

Deadlin

April 11, 2008

HOW TO REGISTER

- SITE ADDRESS "www.SEOULFOODSAFETY.or.kr"
- CLICK [EXHIBITOR LOGIN]
- FILL OUT REGISTRATION FORM

OFFICIAL DIRECTORY COLOR ADVERTISEMENT (CHARGE)

LOCATION	Outside Back Cover	Inside Back/Front Cover	Facing Inside Back/Front Cover	Inside Page
RATEUSD	USD 1,200	USD 800	USD 800	USD 600

HOW TO GET HERE



TERMS AND REGULATIONS

1. TERMS OF REFERENCE

A. In these terms and regulations for participation, the term "exhibitor" shall include all employees, servants and agents of any individual company, partner firms or organization which have applied for space for the purpose of exhibiting.

B. The term "exhibition" shall mean Seoul Food Safety 2008.

C. The term "Organizers" shall mean KOTRA [Korea Trade-Investment Promotion Agency].

2. APPLICATION FOR PARTICIPATION

A. All applications for participation shall be registered online at www.seoulfoodsafety.or.kr

B. The contract shall be established when the exhibitor registers online and pays the Organizers participation fee of the space only, walk on stand and utility services charges. The Organizers, however, reserve the right to refuse the acceptance of an application in the event sufficient space is not available, even after payment, and payment shall be returned within 30 days of registration.

C. Exhibitors wishing to make alterations to registration forms or utility services should contact the Organizers immediately. Failure to do so will have consequences thereof are the sole responsibility of the exhibitor.

3. ALLOCATION OF EXHIBIT SPACE

A. All final decisions on allocation of booths will be made solely by the Organizers in order of registration, payment, nationality, exhibit, size of the space applied for or in the manner the Organizers deem fit.

B. The Organizers shall reserve the right to change the location and/or the size of the space allocated to the exhibitor at any time prior to the commencement of the set up of the exhibition, should exceptional circumstances demand, and the exhibitor shall have no claim for compensation as a result of the changes.

C. Under no circumstances may the exhibitor resell, transfer rights to, or enter into a mutual agreement to change assigned booth(s) with another party, without the prior approval of the Organizers.

4. USE OF EXHIBIT SPACE

A. Exhibitors are bound to exhibit the pre-registered products and to staff the exhibits with competent personnel during the entire period of the exhibition.

B. All exhibits must follow the description on the application form, and be related to the theme of the exhibition. Direct sales off the stand are strictly prohibited. If the exhibitor violates the above-mentioned rules, the Organizers can stop the exhibitor's activity, remove his/her exhibits or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded and the exhibitor shall hold no claim to compensation.

C. The Organizers reserve the right to refuse admittance to the exhibition to any person.

D. Exhibitors are not allowed to sublet space allotted to them to a third party, either wholly or in part, without the prior written consent of the Organizers.

E. Modifications including decorations such as painting of floors, ceilings and/or pillars will not be permitted, and exhibitors doing so shall be held liable to compensate the Organizers for consequent damages to the exhibition hall.

5. TERMS OF PAYMENT

A. A 50% deposit of the participation fee and/or relevant stand charges must be paid at the time of application by the exhibitor. The balance shall be paid no later than February 29, 2008.

B. The participation fee must be paid by the due date, otherwise the Organizers reserve the right to cancel the contract. In such a case, prior payment of participation fees will not be refunded.

6. CANCELLATION OF EXHIBITION SPACE

In the event of the Organizers agreeing to any request for release from the Contract, the Exhibitor will be liable for all or part of the cost stated in the Contract overleaf on the following scale:

Cancellation 271 days or more before the show - 15% of cost

Cancellation between 270 and 181 days before the show - 40% of cost

Cancellation between 180 and 121 days before the show - 60% of cost

Cancellation between 120 and 61 days before the show - 80% of cost

Cancellation 60 days or less before the show - FULL COST

This scale of charges will apply only from the date the Organizers receive written notice by letter or fax. In addition to this scale, the Exhibitor will be liable for any specific cost incurred on his behalf by the Organizers.

These terms cannot be varied under any circumstances.

7. FAILURE TO EXHIBIT

Any organization which, having signed a contract for exhibition space, fails to exhibit whether or not for any reason of the Exhibitor's own choosing and has not been released from the

contract by the Organizers shall be liable for the full amount stated in the contract plus any additional costs incurred by the Organizers as a result of such failure to exhibit.

8. CONSTRUCTION AND DECORATION OF STAND AND DISPLAY

All exhibitors must complete construction and/or decoration, and move-in and display of exhibits by the date and time stipulated by the Organizers.

9. MOVEMENT OF EXHIBITS AND STAND FITTINGS

Exhibitors shall remove all exhibits and stand fittings from the exhibition hall within the period stipulated by the Organizers and indemnify the Organizers against any costs incurred by reason of delay or damage to the exhibition hall.

10. EXHIBITOR'S INSURANCE

Exhibitors shall make sure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles of any kind, public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The Exhibitor shall insure against, indemnify and hold the Organizers harmless in respect of all costs, claims, demands and expenses to which the Organizers may in any way be subject as a result of any loss or injury arising to any person (including members of the public or the Organizers' staff, agents or contractors) or property howsoever caused as a result of any act or default of the Exhibitor, his servants, agents or contractors or invitees. If the Organizers so demand the Exhibitor shall provide proof to the Organizers that the Exhibitor has adequate insurance cover.

Exhibitors must ensure that their temporary staff and the staff of their servants, agents or contractors are insured against claims for workman's compensation.

The period for which such insurance shall be maintained shall run from the time the Exhibitor or any of his servants, agents or contractors first enters the exhibition grounds, and to continue until he has vacated the exhibition grounds and all his exhibits and property have been removed.

11. FIRE REGULATIONS

A. Materials used in stand and display construction must be properly fire-proofed in accordance with the regulations of Korea.

B. The Organizers have the right, should circumstances necessitate, to make changes in the exhibitor's stand in the interest of fire control.

12. LIMITATION OF LIABILITY

The Organizers, their servants or agents shall not be liable for the safety of the Exhibitors, their servants, agents, contractors or invitees during the exhibition nor for any exhibits, articles or other property of whatever kind brought into the exhibition by the Exhibitors, their servants, agents, contractors or invitees or members of the public.

The Organizers shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, siting or removal of exhibits, or for the failure of any services or amenities provided by the hall landlords or other third parties.

The Exhibitor agrees to defend and hold harmless the Organizers from all liabilities, claims, or expense for any trade mark, copyright, or patent infringement arising out of the operation or promotion of its exhibit.

13. FORCE MAJEURE

The Organizers shall not be liable to the Exhibitor by reason of any cancellation or part-time opening of the exhibition, either as a whole or in part, for any non-performance of their obligations under this contract or for any amendments or alterations to all or any of the Rules and Regulations of the Exhibition in each case to the extent that such occurrence is due to any circumstances not within their control.

14. SUPPLEMENTARY CLAUSES

A. Whenever necessary, the Organizers shall have the right to issue supplementary regulations, in addition to those in the terms and regulations, for participation in Seoul Food Safety 2008 to ensure smooth management of the exhibition.

B. Any additional written regulation or instructions shall form part of the terms and regulations for participation in Seoul Food Safety 2008 and be binding on all exhibitors.

C. The exhibitor shall also observe stipulated regulations for management of exhibition halls of KINTEX, Korea.

15. ARBITRATION OF DISPUTES

Any dispute, difference, or question which may arise at any time hereafter between the Organizers and the exhibitor related to interpretation of terms and regulations for participation, or rights and liabilities of the parties hereto, shall be settled by arbitration in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board in Seoul, Korea. Awarding of the above arbitration shall be final and binding upon both parties.

CONCURRENT EVENTS

SEOUL FOOD & HOTEL 2008



SEOUL FOOD & HOTEL 2008

Title: Seoul Food & Hotel 2008

Period: May 14 ~ 17, 2008

* Business Days

[International Pavilion] May 14 ~ 17 [Trade only]

[Domestic Pavilion] May 14 ~ 15

Venue: KINTEX Hall #3,4,5

Scale: 30,789m²

Organizers: Korea Trade-Investment Promotion Agency (KOTRA)

Allworld Exhibitions

Korea Foods Industry Association (KFIA)

Korean Exhibition Management Co.,Ltd. (KEM)

Exhibit Profile:

Agricultural products / Seafood / Meat / Processed and packaged foods / Food additives and ingredients / Bakery and confectionery / Coffee and tea / Wine, liquor and beverages / Health and organic food / Hospitality / Food marketing / Information and equipment, etc.

SEOUL FOODTECH 2008



SEOUL FOODTECH 2008

Title: SEOUL FOODTECH 2008

Period: May 14 ~ 17 2008 [Business Days : May 14 ~ 15]

Venue: KINTEX Hall #1

Scale: 16,425m²

Organizer: KOTRA (Korea Trade-Investment Promotion Agency)

Exhibit Profile :

Food processing machinery / Kitchen appliances and furniture / Bakery and confectionary equipment and supplies / Packing equipment, etc.



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FAX: (41-1)202-4318
Homepage: <http://www.kotra.or.kr/zurich>
E-mail: kto@kotra.ch

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Rm.2214, 22FL, TWTC Int'l Trade Bldg., 333
Keelung Rd., Sec.1, Taipei 105, Taiwan,
R.O.C
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1247

kotra



KPR119863

Organized by :

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