



# Seoul Food & Hotel 2025

Seoul, South Korea  
June 10-13, 2025

As the fifth largest country export market for the United States, Korea provides a promising market for U.S. agricultural products. Domestic production meets only 46 percent of food demand, and the United States supplies a quarter of Korea's agricultural imports ranking number one for imported agricultural & food products. The Korea-US Free Trade Agreement has reduced tariff barriers for most U.S. products. U.S. products are well-regarded and viewed as safe. In South Korea, the consumer income level continues to increase and there is a strong demand for value, quality, and diversity.

Seoul Food & Hotel is the most inclusive and important food trade in South Korea. As Korea's largest international food and hospitality trade show, Seoul Food & Hotel is seen as an effective trading platform for the industry. Seoul Food & Hotel delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view worldwide industry trends across various sectors.

## Participation Fee:

- **Corner Booth:** \$2,015; **Early Bird Special:** \$1,815 (if you register and pay before January 13, 2024)
- **In-line Booth:** \$1,852; **Early Bird Special:** \$1,652 (if you register and pay before January 13, 2024)

## Fee Includes:

- 9 sq. meter booth and standard furniture package
- Pre-arranged one-on-one meetings with buyers
- Interpreter services (please request in advance if needed)
- Allowance of up to \$1,000 for sample shipment from a consolidation point in the U.S. to the show (must use SUSTA's official freight forwarder to receive this allowance)

**Registration Deadline:** **March 10, 2025** (No refunds for cancellation after this date)

**Industry Focus:** Food Service Products, Ingredient, Natural/Healthy Products, Organics, Retail Products, Seafood

**Product Description:** Convenience Foods, Nuts and other Snacks, Seafood and Meats, Healthy and Organic Products

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

## Activity Managers:

**Texas Department of Agriculture**

Roxana Newton

Coordinator for Economic Development

(512) 574-6989

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If you have a question about an event, feel free to contact us at [events@susta.org](mailto:events@susta.org)

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)  
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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