

TIPS for 2024 Seoul Int'l Sourcing Fair



1. e-Sourcing Webpage
www.sourcingfair.co.kr



3. Product Registration
Register your product images and description



5. Enhanced Buyer Connection
1:1 business matching with buyers



2. Seller Registration
Various options for buyers and trading types



4. Product PR Support
Newsletters for your buyer, SNS channel PR service

Seoul International
SOURCING FAIR 2024

**Seoul
International
Sourcing Fair**

Dec 4 Wed

-
Dec 6 Fri
2024

Hall C, Coex



**SOURCING
FAIR 2024**

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**SOURCING
FAIR 2024**

The one and only consumer goods B2B exhibition in Korea

Seoul International Sourcing Fair

Exhibition Overview

Title	Seoul International Sourcing Fair 2024
Date	Dec 4 Wed - Dec 6 Fri, 2024
Venue	Hall C, Coex, Seoul, South Korea
Organizers	Coex, ICEM (Institute of Convention and Exhibition Management)
Items	GIFT HOME-LIVING BEAUTY·FASHION SMART DIGITAL HEALTH FOOD SOLUTION
Scale	350 Exhibitors, 400 Booths
Special Event	Goods Store (Merchandise Exhibition)
International Certificate	UFI (The Global Association of the Exhibition Industry), AKEI (The Association of Korean Exhibition Industry)
Additional Events	Distribution Buyer Consultation, MD Purchase Consultation, Overseas Buyer Consultation, Merchandise Showcase, Distribution Strategy Seminar, Livestream Shopping
Concurrent Event	Korea Grand Sourcing Fair (Dec 4 - Dec 5, Hall D, Coex) Tokyo Gift Show in Seoul (Dec 4 - Dec 5, THE PLATZ, Coex)

Related Exhibitions

 VIPREMIUM VIPREMIUM

 JIPREMIUM JIPREMIUM

Sponsored

 SEOUL METROPOLITAN GOVERNMENT Seoul Metropolitan Government

Exhibitors

Companies that aim to

- ▶ Find new distribution channels and buyers
- ▶ Increase B2B selling through business interaction
- ▶ Have business meetings with verified overseas buyers
- ▶ Raise brand awareness with reasonable costs
- ▶ Conduct consumer research for effective marketing



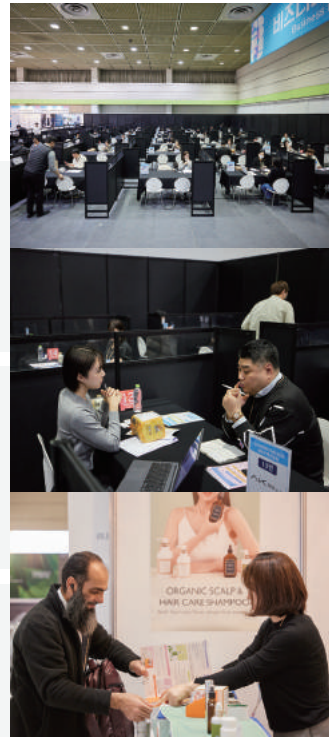
Main Items

-  **GIFT**
Corporate promotional products, Return gift, Office supplies, Packaging supplies, Souvenirs, Event supplies
-  **HOME-LIVING**
Kitchenware, Living products, Bath products, Interior supplies, Baby products, Car care products, Pet products, Hobby items
-  **BEAUTY·FASHION**
Cosmetics, Beauty products, Beauty supplies, Hair products, Fashion and sportswear, Fashion accessories
-  **SMART**
Smart appliances, Mobile accessories and peripherals, Computer peripherals
-  **DIGITAL HEALTH**
Digital health devices, Bioproducts, Digital health technologies
-  **FOOD**
Processed food, Health functional food
Alternate food, Well-being food
-  **SOLUTION**
Design, Manufacturing, Logistics, Packaging, Marketing solutions, Printing



Biz Matching Consultation

Date Dec 4(Wed)~Dec 6(Fri), 2024
Place Biz Matching Zone/Exhibiting Booths, Hall C, Coex



- 1. Distribution Buyer Consultation:** Special sales marketing, Wholesale, Consignment sales, Distribution, etc.
 - On-site biz matching schedules will be provided based on the companies and products registered in e-Sourcing(sourcingfair.co.kr)
- 2. MD Purchase Consultation:** Large distribution MD
 - Organizer: Korea Merchandiser Association
 - Approximately 100 large-scale on/offline distribution channel MD invited by product category, conducting store placement consultations.

- 3. Overseas Buyer Consultation:** Overseas Export
 - Coex invited overseas buyers, buyers from Korea Grand Sourcing Fair, Tokyo Gift Show in Seoul

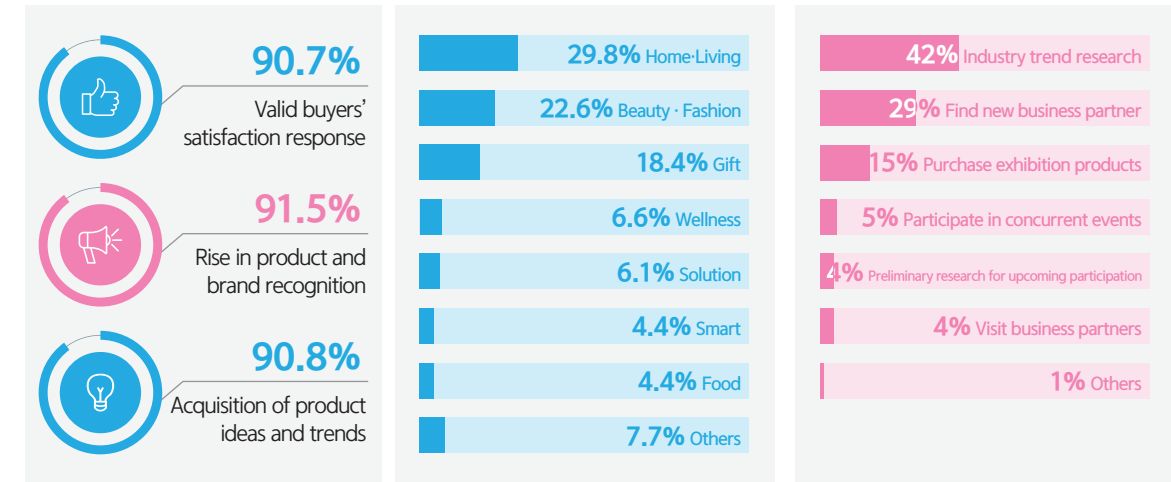
Major Buyer Companies Registered at Seoul Int'l Sourcing Fair



Exhibition Scale

Participation Scale	317 Exhibitors 372 Booths 17 Countries
Visitors Scale	10,311 Visitors 3,559 Buyers
Official Buyer Biz-matching Scale	Consultation 1,113 times Consultation amount 11,425,000 USD Contract amount 4,474,000 USD

Exhibitor Satisfaction Rate | Exhibitor Item Categories | Buyer's Purpose of Visit



Participation Review of 2023

<p>Domestic Exhibitor</p> <p>It was a big opportunity to meet many managers from diverse channels. Local enterprises found this exhibition very efficient because we could hold meetings several times rather than wasting our time on full-day business trips. What is more, the interface between the relevant company and the buyer was more optimistic than expected.</p>	<p>Overseas Exhibitor</p> <p>I currently started my new business with a brand-new product and experiencing a shortage of market information. By meeting up with other exhibitors during the fair, we could share each other's business experiences and look for improvement points. For me who is going through the learning stage in business, the exhibition itself was very informative and meaningful. Thanks for the opportunity!</p>	<p>Domestic Buyer</p> <p>The Seoul International Sourcing fair helped me to come up with nice ideas regarding the next year's merchandise design and production line. As there was lots of creative merchandise displayed in the "Goods Store" section, I was able to follow up on the latest market trends. This experience will surely give a hint to my business!</p>	<p>Overseas Buyer</p> <p>By observing the exhibition items of other booths, I could come up with new ideas and technologies to utilize in my business. I had many burdens to consider and go through, but now I can seek new possibilities shortly thanks to the Sourcing fair.</p>
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“Goods Store” is a special exhibition zone that aims to gather companies willing to expose their identities through creative merchandise marketing. Visitors will have access to ESG merchandise, art goods collaborated by popular designers and also project merchandise full of ingenious concepts.

ESG Goods Zone

Main Participants

- Plastic Lab
- 119REO
- New Year Market (Senior Market)
- SUM Korea



Brand Goods Zone

Brand Goods Zone

- CJ Cheiljedang X Jeju Beer “BibigoXJeju Beer Dokebi Mandu Bar”
- Lotte Chilsung X Benjamin Moore
- DAOL Savings Bank X Money Perfume
- Mountain duo “Summit Stone Hiking Tracker”
- Biz Korea “Object X Prize”
- Simda “Bom, Simda”
- YES24 ‘24th Special Goods’
- Hyundai Department Store “Heendy”



Goods Story



Enterprises that achieved huge success in the merchandise business share their marketing strategies such as customer engaging ESG merchandise trends.

2023 Main Participant

Kakao Entertainment | Busan International Film Festival | Lotte Chilsung | GFFG | Daishin Securities | Wadiz | Biz Korea

Distribution Strategy Seminar



From manufacturing to sales procedure, power sellers share their success stories in the distribution business and discuss their strategies with the audience.

2023 Main Participant

Aromatica | MoteMote | Project-rent | Shopee | Hope Foundation for small and medium enterprises | Hongkong Trade Development Council

Participation Procedure

01

Submit Application Form

Submit your application form by email (sipremium.info@coex.co.kr)

02

Pay Deposit

Send 50% of the total booth cost within 1 week of application submission

03

Apply for Auxiliary Utilities & Pay Balance Due

Send the remaining 50% of the total booth cost and additional utility fees (~Nov 1)

04

Exhibition Period

Booth Setup:
Dec 2-3
Exhibition Opening:
Dec 4-6
Booth Removal:
Dec 6

Booth Type

	Shell Scheme	Premium Booth	Space Only
Booth Image			
Measurement Detail	Floor 3mX3m Height 2.44m	Floor 3mX3m Height 3.5m	Floor 3mX3m (Space Only Provided)
Booth Fees <small>*VAT not included</small>	Early Bird ~Aug 9	USD 3,100/Booth	USD 2,700/Booth
	General ~Nov 1	USD 3,400/Booth	USD 3,000/Booth
	Corner Booth (Optional)	+ USD 300	

*Any change in booth specifications requires additional fees, please contact the secretariat office for further information.
*The specifications of exhibition booths may change due to internal situations.