



SOURCING FAIR 2022

September 29 – October 1
Coex Hall B, Seoul, Korea



Host | coex | icom

Sponsor |  SEOUL METROPOLITAN
GOVERNMENT

On-Offline Hybrid B2B Sourcing Platform

SOURCING FAIR, which has been steadily loved in the consumer products market for over 30 years, has become the premier destination as **an on-offline hybrid distribution platform**.

Through the exhibition, we have invited **large distribution networks and small&medium-sized buyers** in domestic and overseas to introduce a variety of new and ideal consumer products, and have suggested **1:1 Biz-Matching Programs** and **distribution industry trends**.

Through '**Sourcing Fair Online Platform**', a newly launched online distribution platform, we provide opportunities to secure **new customers** and **create contracts** through **1:1 consultation and transactions with buyers** without space and time limitation.

Why Sourcing Fair?

1 24/365 B2B PLATFORM

- **3-day exhibition** with more than **10,000 buyers** at Coex, Seoul.
- One-stop Solution from **purchase consultation** to **direct contract**

2 Highly qualified BIZ-MATCHING Program

- **Cumulative transaction volume of KRW 85.2 billion!**
*Based on 2019-2020
- Building a **buyer matching system** without mismatching

3 Strong BUYER POOL built for over 30 years

- BUYERS with overwhelming **purchasing power**, **average KRW 6.47 million** per person! * Based on 2019
- Opportunity to **meet BUYERS from various channels** such as large distribution channels, corporate procurement departments, and government offices

4 Internationally CERTIFIED Exhibition

- **Certified by UFI**, and **AKEI** (Association of Korea Exhibition Industry)
- Successfully Held every year **since 1991**
- Visited by at least over 10% and 5% of overseas EXHIBITORS and BUYERS, respectively

Exhibition Overview

Title Sourcing Fair 2022

Date September 29(Thu) – October 1(Sat), **2022**

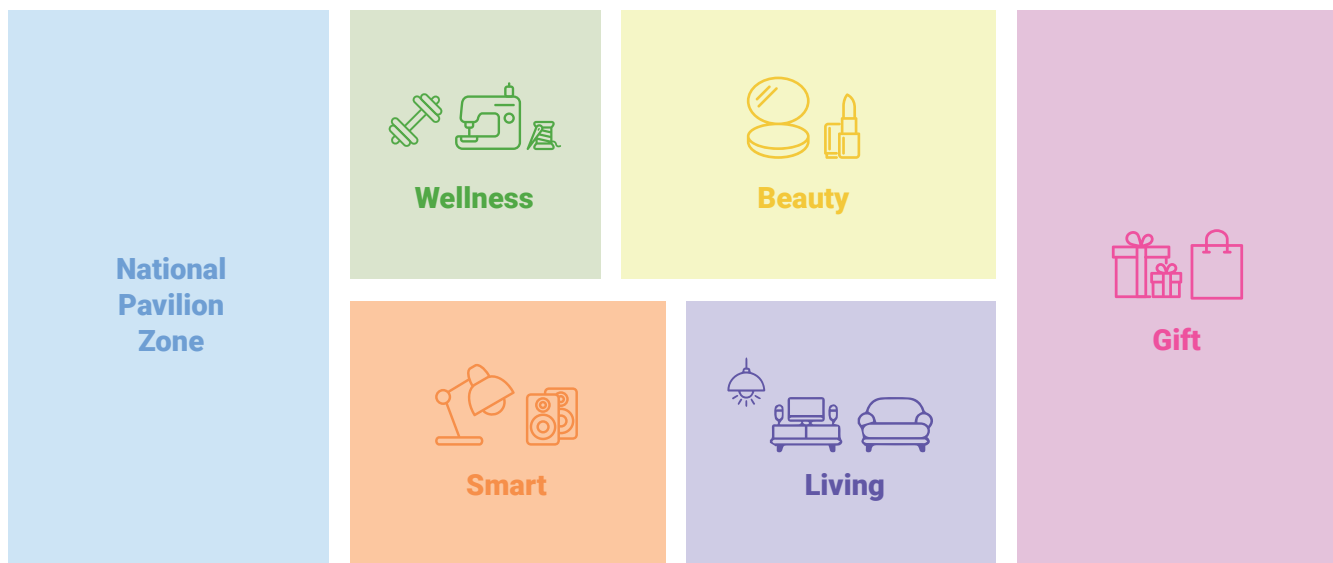
Venue Coex **Hall B**, Seoul, South Korea

Scale **350** Exhibitors, **400** Booths

Approved by



Floor plan



*Booth layout can be changed by organizer

Benefits for National Pavilion & Buyer Delegation

National Pavilion Package Benefits	Buyer Delegation Program Benefits
<ul style="list-style-type: none">• Official website banner• Online newsletter promotion• Ceiling banner• Interpreter service• National flag and name of country integrated into the fascia board• Complimentary accommodation• One round trip flight ticket	<ul style="list-style-type: none">• Pre-arranged 1:1 Biz-Matching Program• Interpreter Service• One round trip flight ticket• Complimentary accommodation• Welcome lunch• Access to Buyer Lounge• Buyer Kit

*All above benefits depend on the scale

Exhibit Items



Gift

- | | |
|---------------------------------|--------------------|
| Corporate promotional Materials | Packaging supplies |
| High-end gifts | Souvenirs |
| Office supplies | Award plaques |
-



Living

- Interior design items
 - Interior accessories
 - Living products
 - Lifestyle products
-



Beauty

- Aesthetic products
 - Hairdressing, Beauty tools
 - Aesthetic devices
 - Fashion products
-



Smart

- Smart living products
 - Peripheral computer, mobile devices
 - Smart devices
 - Small home appliances
-



Wellness

- Health products
 - Well-being products
 - Eco-friendly products
-

2019 Show Report



413
Exhibitors

500
Booths



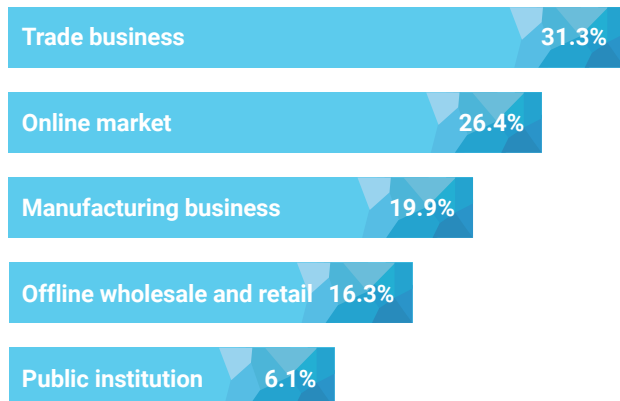
12,573
Buyers



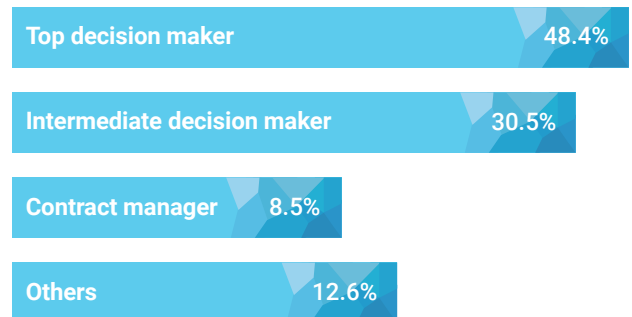
9.9
ROI
(Return on Investment)

2019 Buyer Profile

Industrial Classification



Power of Decision Making



1:1 Biz-matching Program



\$ 43 million
Amount of
Consultation

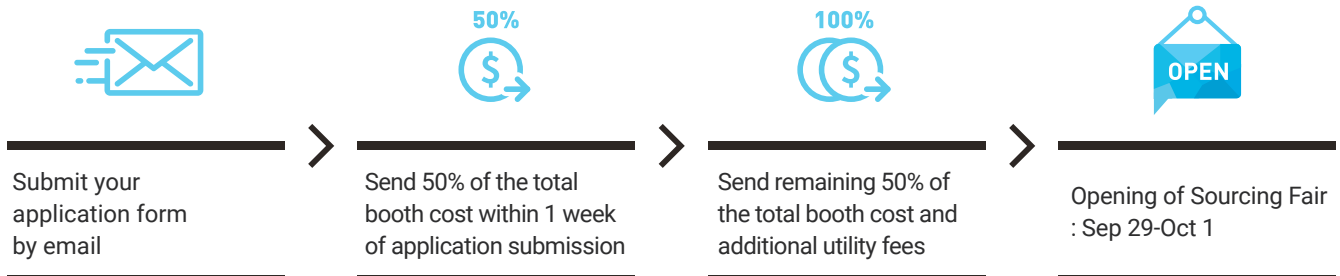


\$ 6.5 million
Contract
Performance




Participants can engage in business consultations on distribution/store opening possibilities with buyers matched in advance through the 1:1 Biz-matching program.



Exhibition Participation Process



Exhibition Booth Type & Fees

Categories		Shell Scheme	Premium Booth	Space Only
Booth Image				
Provided Specifications		Signboard Attach company name and booth number Furniture One pair of info desk and chair Light 3 booth wall panel lights and 2 signage lights Electric 1kW, 1 electrical outlet, multitap not available Floor 3m x 3m Pytex flooring	Signboard (Top) LED light, company name (Side) LED light, company name, Booth number Furniture One pair of info desk and chair Light 8 booth wall panel LED lights, 1 signage lights, 1 desk light Electric 1kW, 1 electrical outlet, multitap not available Floor 3m x 3m Pytex flooring	Provides floor area only (3m x 3m) (Separate construction for floor finishing, electricity, lighting, wall materials, etc.)
Booth Fees * VAT not included	Early Bird Application	USD 3,100	USD 4,000	USD 2,700
	General Application	USD 3,400	USD 4,600	USD 3,000
	Corner Booth (option)	+ USD 300		
Online Platform (option) * VAT not included		USD 1,100/Year *For Exhibitors only, 50% Discount from Original Price (USD 2,200/Year)		

*Booth design and specifications can be changed by organizer

*All foreign companies are required to pay VAT according to Korean Value-Added Tax Act

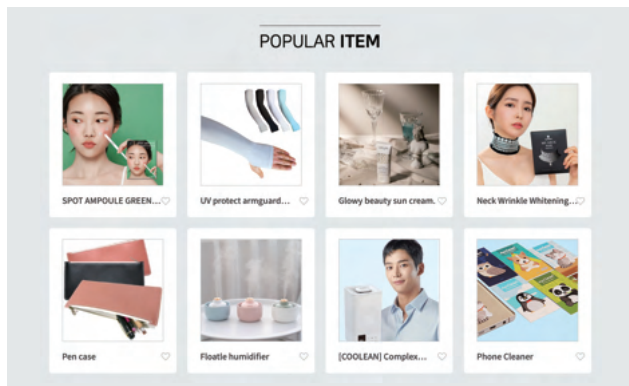
Online Platform Overview

Available for market research, communication with sellers and buyers (consultation & product inquiry, etc.).

Product PR Tools

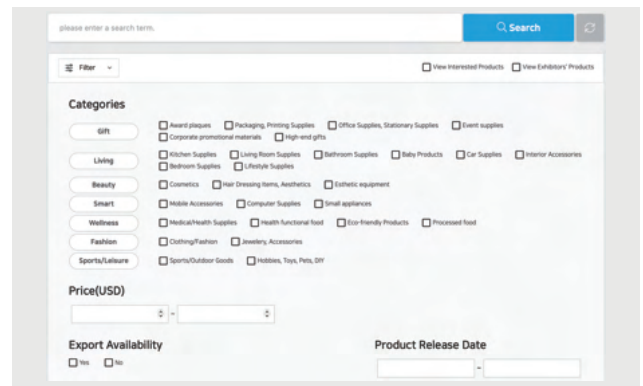
Recommendations

- Popular Item, New Item



Search

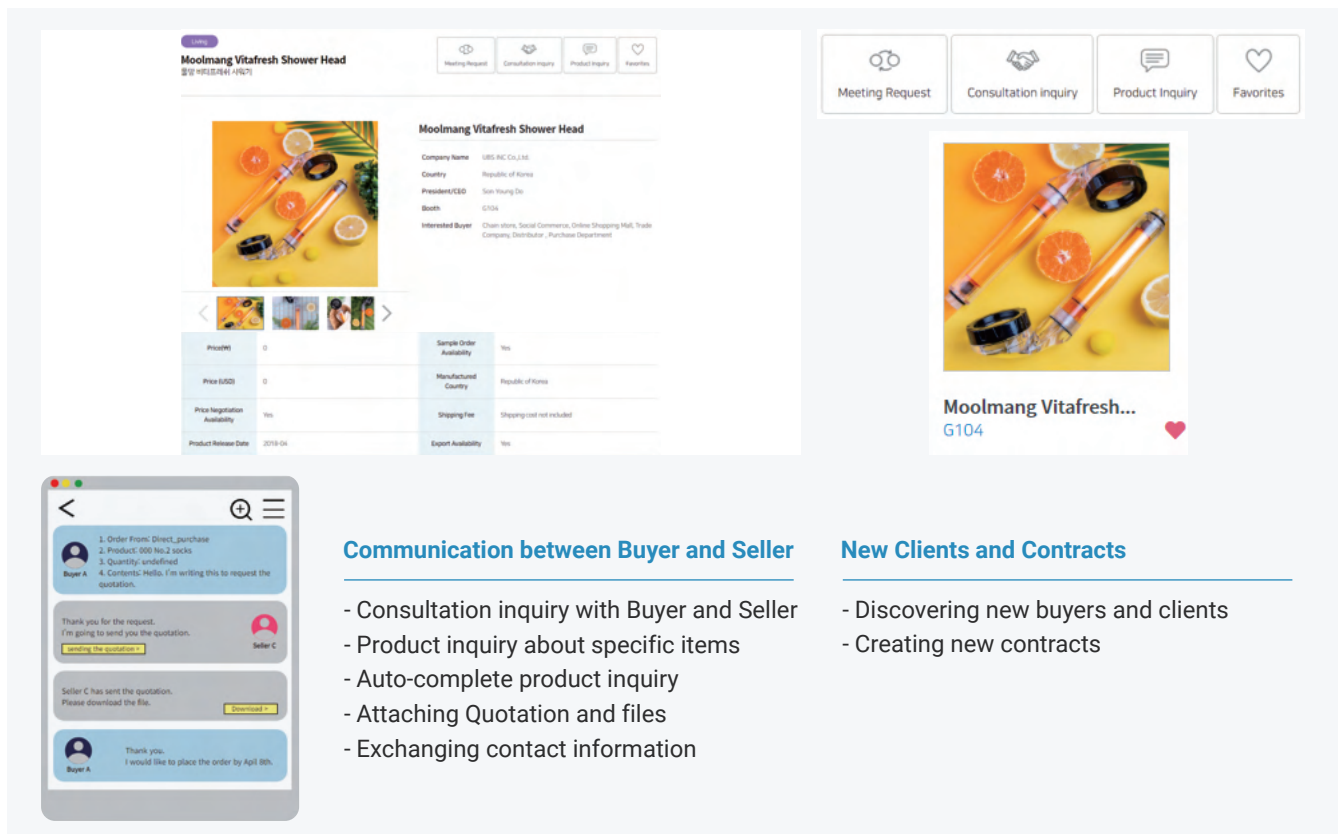
- Product specific features, Export Availability, Release Date, Price, etc



Professional Business Tools

Buyer X Seller Product Consultation

- Meeting Request, Consultation Inquiry, Product Inquiry, Favorites



SOURCING FAIR 2022

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