INEXPO meetings











2 INTENSE DAYS

60 PRODUCERS

200 DECISION TOP-BUYERS

5 - 6 OCTOBER 2023 AT THE COEX CENTER

Welcome to South Korea, the most dynamic wine market in Asia and promising great prospects for the next decade.

Vinexpo Meetings Korea is the first business convention dedicated to wines and spirits on this exceptional market. It is a bespoke event between buyers and producers, with a service of pre-scheduled meetings.

7 REASONS WHY YOU SHOULD TAKE PART

A country with a population of 55 million people, South Korea is currently the world's tenth largest economy and its wine culture is on the rise.

South Korea was ranked as one of the Top 15 Most Attractive Markets, up from 10th place last year by Wine Intelligence (Global Compass 2020).

In recent years, the South Korean wine market has flourished as a result of Free Trade Agreements with the US, Chile, and the European Union.

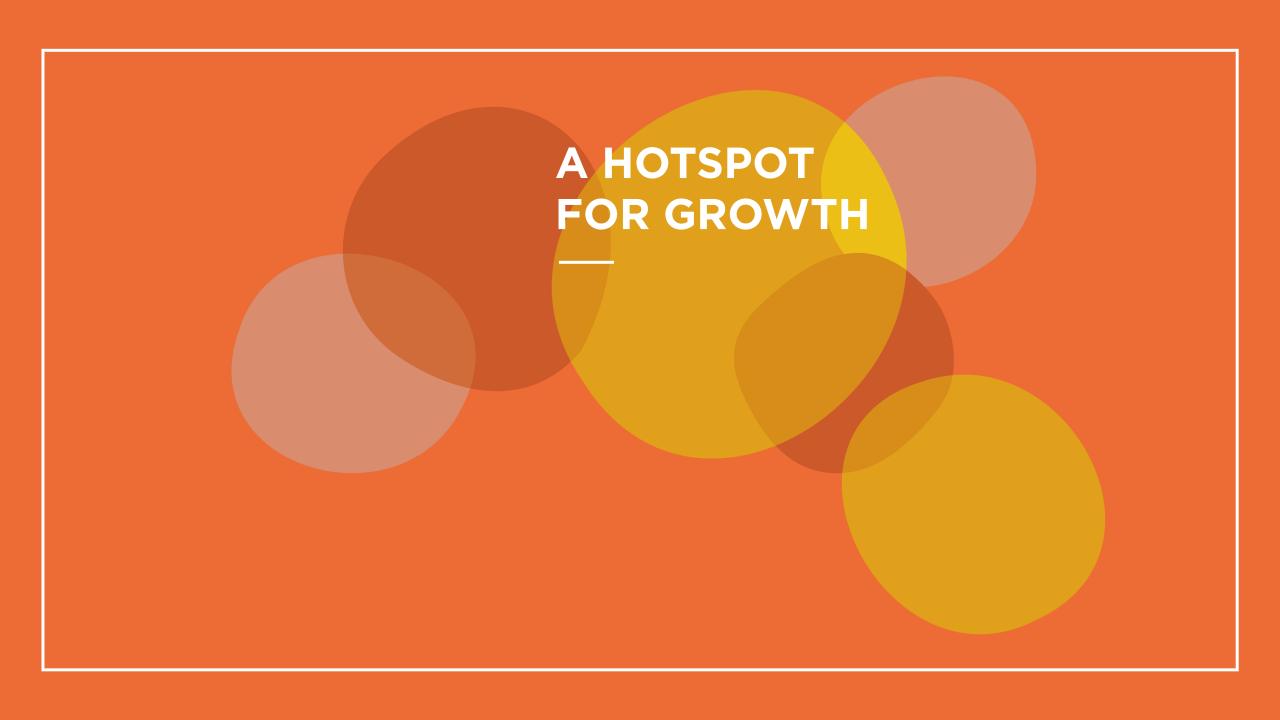
As of 2021, South Korean wine imports totaled \$559 million (up 69% in value and 41% in volume year-on-year), breaking the previous record of \$330 million.

Since 2017, South Korea's wine drinking population has increased by almost one million.

Seoul, the country's wine hub, sells most of the country's wine, although Busan and Daejeon offer increased opportunities.

A global leader in technology and innovation, South Korea is known for its efficiency in terms of distribution with ultrafast internet connection speeds and highly efficient e-commerce and delivery services.

(Sources : Wine Intelligence – Business France – Wine Business International)





A tailor-made trade event between buyers and producers in an intimate setting in the heart of Seoul.

An event where engagement with others makes all the difference:

- A limited number and targeted list of participants.
- A full-packaged participation to make the most of your presence.
- Key moments and networking over lunch, coffee breaks, cocktail party.

An event to benefit from pre-scheduled appointments based on your individual needs and know-how:

- A dedicated hosted buyers program to welcome the top decision makers of the local industry
- A selection of buyers with actual wine and spirits purchasing projects
- An advance matchmaking system to schedule all of your meetings well in advance



Participate easily in registering to our ready to exhibit offer, which includes:

€4,960

Rate (€ excl. VAT)

Additional options to maximise your participation are also available.

- ✓ Furniture pack :
 - 1 table
 - 4 chairs
 - 1 wastepaper basket
- ✓ Exhibitor signage on the table
- √ Glasses services + cleaning
- ✓ Ice service
- √ Self-service tasting glasses (regular glass washing)
- ✓ Helpers for the area
- ✓ Daily cleaning
- √ 1 exhibitor badge
- √ 1 exhibitor kit (spittoon, screw, drop saver, ice bucket, water,...)
- ✓ Delivery process: samples carriage to the table from a Vinexposium warehouse in Seoul (limited offer to the carriage of 4 boxes)
- ✓ Online catalogue registration
- ✓ Pre-scheduled meetings service

TO CONTACT US sales@vinexposium.com