



## Rising Korea

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An event by  
**VINEXPOSIUM**



Korea - Seoul

**5-6 October 2023**

# RISING KOREA



The background features a solid orange color. Overlaid on this are several large, semi-transparent circles in various shades of orange and yellow. These circles overlap each other, creating a layered effect. The text 'RISING KOREA' is centered in the upper half of the image, with a short horizontal line positioned directly beneath it.

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**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**

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1/ 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.

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

3/ 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.

4/ 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.**

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

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

7/ 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 HOTSPOT FOR GROWTH

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**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**



**AN OFFER ADAPTED  
TO YOUR NEEDS**

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

**€4,960**

Rate (€ excl. VAT)

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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**

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