



ASEAN-KOREA CENTRE

ST/TI/RP/1

Guidelines for ASEAN Trade Fair 2022

(Part I – General)

Seoul Food 2022
KINTEX, Ilsan, Korea

Exhibition: 7-10 June

March 2022
Trade and Investment Unit

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A. EXHIBITION OUTLINE

1. **Title:** ASEAN Trade Fair 2022 (in conjunction with the Seoul Food 2022)
2. **Exhibition period:** 7-10 June 2022
 - (Product exhibition) Introduction of various F&B products of ASEAN at each Member State's exhibition booth and pavilion
 - (1:1 Business Meeting): Online one-on-one business meetings between ASEAN exporters and Korean buyers for potential business opportunities

※ Please note that currently 1:1 business meeting is to be held online, but it can be changed to offline if ASEAN exporters can physically participate in the Fair depending on social distancing measures.
3. **Venue:** KINTEX, Exhibition Center 1, Hall 3~4, Ilsan, Korea
4. **[Important] Exhibit items: items only for room temperature storage**
 - A. F&B items including at least 1 organic or vegan product**
 - Coffee: Roasted Bean, Instant Coffee, etc (*Green bean is not allowed)
 - Confectionery: Bakery, Cookie, Chocolate, Dessert, etc
 - Processed Food: Pre-cooked Food, etc
 - Beverage: Fruit Juice, Tea, etc
 - Fruit: Puree, Dried, etc
 - Vegetable: Dried, etc
 - Others: Spice, Sauce, Nut, Honey, Jam, etc
 - B. Eco-friendly/Sustainable kitchen tool**
 - Wooden or (plastic) recycled cookware/tableware such as cutting board, chopsticks/spoons/forks, scrubbers, etc

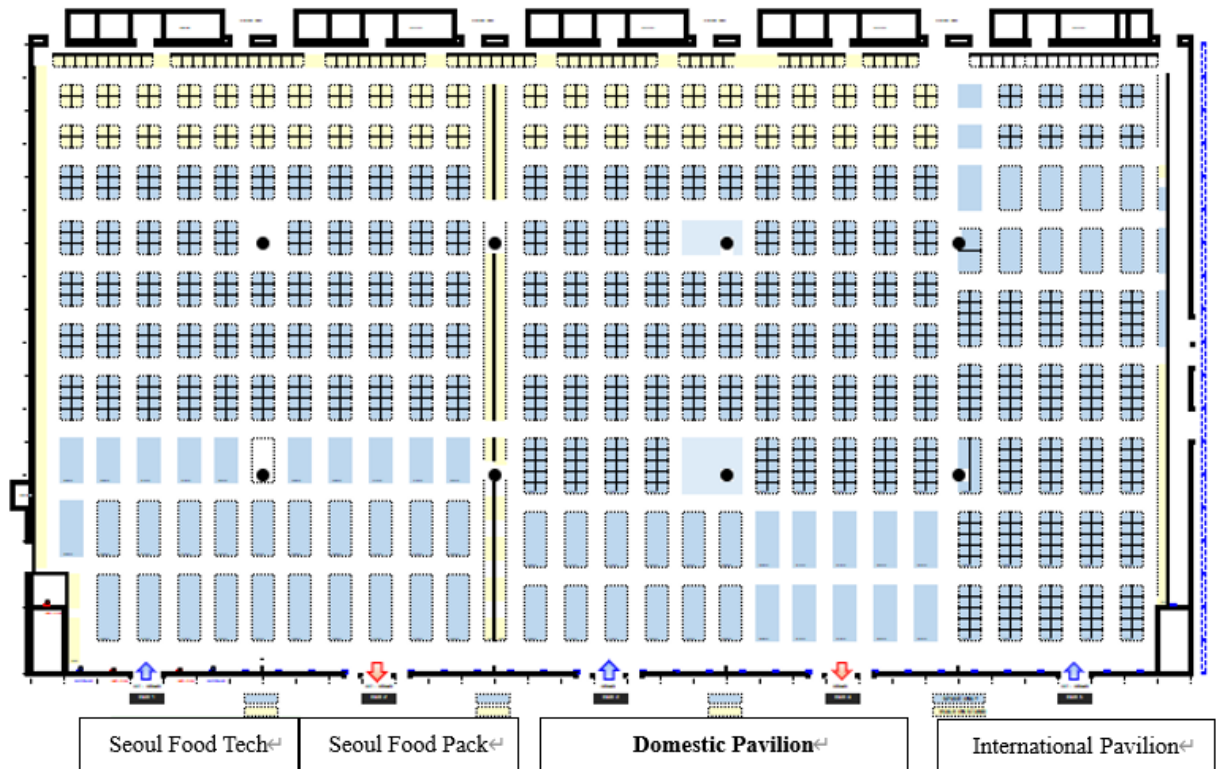
※ [Important] Please be noted that all exhibit products must be at least primary processed due to customs clearance issues.

[Important] Note: Please kindly nominate companies that own an international sanitary certification such as HACCP (Hazard Analysis Critical Control Point) and international organic or vegan certification in case of organic/vegan product.
5. **Number of Exhibitors:** 50 ASEAN companies
 - 5 Companies from each ASEAN Member State including
 - ▲4 F&B companies and ▲1 eco-friendly kitchen tools company

※ [Important] It is highly recommended to include at least 1 organic or vegan product/company
6. **Space Allocation:**

The Centre will provide each ASEAN Member State with national pavilion.

※ AKC booth will be in Domestic Pavilion and exact location will be confirmed later.



7. Major Schedule for Preparation and Implementation

(A) Schedule

Activities	AKC	AMS WG	Due Date
Forward Guidelines for <i>ASEAN Trade Fair 2022</i> (Part I - General)	O		28 March
Submission of Inquiry Note (Form I)		O	8 April
Submission of Exhibitors Registration Form (Form II) Price Sheet of Exhibit Items (Form III) Ingredient Sheet of Exhibit Items (Form IV) Manufacturing Process Flow Chart of Exhibit Items Digital Images of Main Product Company Brochures & Product Catalogues (Soft Copy) <i>*Hard copies of company brochures and product catalogues can be shipped along with exhibit items</i>		O	April 22
Shipment of Exhibit Items	O	O	6 May (Tentative)

(B) Expenses

Shipment & Booth Services	AKC	Exhibitors
Packing and documentation for the shipment of the exhibit items <i>※ Inland transportation costs from AMS's warehouses to ASEAN Member States' port shall be paid by exhibitors.</i>		O
Freight cost and Customs clearance in Korea <i>※ The Centre will cover the freight charge on a collect basis from ASEAN Member States' port to the exhibition place in Korea ※ The Centre will not be responsible for any cost and expenses when the exhibitor wishes to send the exhibit items back to their home countries after the exhibition or for any unsold items after the exhibition.</i>	O	
Booth Construction & Basic Interior <i>※ The Centre will cover expenses for booth construction and unified booth decoration using backdrop images sent from each exhibitor. ※ The Centre will not cover any expenses incurred for customized printing for booth decoration.</i>	O	
Accommodation (5-11 June / 6 nights, TBC) <i>※ In case physical participation is available, the Centre will provide one room per one representative from each exhibiting company during 5-11 June. More than one representative from each company may participate at their own expenses. However, the accompanying person can use domestic transportation (shuttle buses: Hotel ↔ KINTEX) provided by the Centre</i>	O	
Transportation between Hotel and KINTEX (5-10 June, TBC) <i>※ In case physical participation is available upon the changes in policy on quarantine measures, the Centre will cover transportation only between Hotel and KINTEX</i>	O	
Airfare and other travel expense (TBC) <i>※ The Centre will not cover the airfare and the exhibitors are responsible for their own flight tickets in case physical participation is available upon the changes in policy on quarantine measures.</i>		O

(C) Program (Tentative)

Date	Time	Program
6/5 (Sun)	AM	Arrival of ASEAN Delegation (TBC)
6/6 (Mon)	AM/PM	Display of Exhibit Items
6/7(Wed) - 6/10(Fri)	AM/PM	Exhibition and 1:1 Business Meetings
6/11(Sat)	AM/PM	Departure of ASEAN Delegation (TBC)

B. RELATED ACTIVITIES

1. Nomination and Selection of Exhibitors

AKC kindly asks ASEAN trade promotion organizations* (TPOs) to nominate **5 companies** per ASEAN Member states.

※ASEAN TPOs refer to the ministry/organizations/associations that are in charge of ASEAN Trade Fair 2022.

Note: Please refer to the exhibit items written on the first page. If the products from ASEAN side do not match with what the exhibition is targeting for, the Centre may ask for resubmitting the applicant.

2. Exhibition and 1:1 Business Meetings

- (A) For now, products will be forwarded and exhibited during the Fair and one-on-one business meetings will be held via online platform provided by KOTRA, the organizer of the Seoul Food 2022. The Centre will invite working group members based in Seoul and ask them to join the country booth on behalf of the exhibitors.
- (B) Upon the changes in policy on quarantine measures of each AMS and Korea, it can be subject to change as the Centre may consider seeking the possibility of offering support to the ASEAN delegates' visit to Korea to physically participate in the fair. Further details will be updated.

C. RULES AND PROCEDURES

1. Preparations of Respective ASEAN Member States

(A) Registration of Exhibitors

ASEAN Trade Promotion Organizations (TPOs) are requested to finalize the list of exhibitors and send us the following documents:

- Exhibitor Registration (Form II)
- Price Sheet of Exhibit Items (Form III)
- Ingredient List of Exhibits Items (Form IV)
- Three (3) Digital Images (1280 x 960 pixels) of Main Product of each ASEAN company
- Company Brochures and Product Catalogues of each company
- Manufacturing Process Flow Chart of Exhibit Items

※ Please send the listed documents to gwkim@aseankorea.org by 22 April 2022

(B) Product Tags

Product tags are required to be attached or posted on each exhibit item regardless of whether a product is a single unit, a set, or a collection of items.

(C) Price Sheet of the Exhibit Items

The price sheet will be used as reference for inquiries from potential buyers. Therefore, all exhibitors are required to indicate the price of all products in Form III.

(D) Manufacturing Process Flow Chart of Exhibit Items

The manufacturing process flow chart should be submitted for customs clearance. There is no standard form for that, so exhibitors can use their own material.

(E) Country of Origin of the Exhibit Items

The Country of Origin should be marked on each exhibit item for Customs Clearance in Korea.

2. Shipment of Exhibit Items

(A) Shipping Information

- Consignee: Trade and Investment Unit, ASEAN-Korea Centre
[Address] 8th fl. Press Centre Bldg. Taepyeongno 1 ga, Jung-gu, Seoul, Korea 100-750
(Tel) +82-2 2287-1192 (Fax) +82-2-2287-1160
- Official Forwarder Notifying Party: **To be announced once confirmed.**

(B) **[Important]** Required documents for food inspection

- Manufacturing process flow chart of exhibit items
- Ingredient list
- Certificate of Analysis
- Health Certificate
- Plant Quarantine Certificate
 - Necessary for the food products such as coffee and tea
- Digital Image of the exhibit products

- Bill of Lading (B/L)
- Commercial Invoice & Packing List
 - ASEAN TPOs are requested to prepare a combined commercial invoice and packing list that should indicate the following:
 - Package Number
 - Article Number
 - Description (name, color, size, type, material)
 - Unit Price (US\$ on FOB price)
 - Quantity
 - Total Price
 - Net Weight

Note: Please note that all information in the invoices and packing lists should be typed in English.

- Certificate of origin

※ Note: Due to the pandemic, custom clearance procedures in Korea have been stricter than before. Please prepare all the documents above for smooth custom clearance.

(C) Types of Shipment: Air

In view of reasonable shipping costs, exhibit items sent by courier service (DHL, FedEx, etc.) or posted parcels are not acceptable. In case of using courier service, the exhibitor needs to have prior consultation with the Centre.

(D) Freight cost

Freight expenses will be paid by collect base by the Centre **up to 80kgs/company (Volume Weight)**. If the weight exceeds 80kgs, exhibitors are required to inform the Centre in advance. And the Centre will not remit shipping subsidy to ASEAN TPOs.

3. Usage of Exhibit Items

Exhibit items will be used for display, food demonstration, sample to potential buyers and for the tasting zone, if necessary. Thus, the products will not be sent back to exhibitors' home countries after the exhibition. The Centre reserves the right to retain these products for future promotional purposes for relevant events (ex. Jeju ASEAN Hall Opening in September 2022), as it deems appropriate.

4. Contact Person of the Centre

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 Senior Officer
 Trade and Investment Unit
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FORM I

INQUIRY NOTE

TO : Trade and Investment Unit, ASEAN-Korea Centre
FROM : ASEAN Trade Promotion Organizations(TPOs) (Country Name)
SUBJECT: ASEAN Trade Fair 2022

Please write in print.

1. _____ will join ASEAN Trade Fair 2022.

[Country Name]

2. Contact information of person in charge of ASEAN Trade Fair 2022:

Country	:	_____
Organization	:	_____
Name	:	_____
Title	:	Mr. / Ms. _____
Division/Section	:	_____
Email	:	_____
Phone	:	_____

Due Date: 8 April 2022

FORM II

Exhibitor Registration Form

1. Company Name : _____
2. Country : _____
3. Address : _____

4. Phone Number : _____
5. Fax Number : _____
6. E-mail Address : _____
7. Homepage Address : _____
8. Contact Person : () Mr. / () Ms. _____
9. Exhibit Items :

Item	Description	Please specify
F&B (4 items including at least 1 organic/vegan product)		
Coffee	<input type="checkbox"/> Roasted Bean <input type="checkbox"/> Instant Coffee <input type="checkbox"/> Others	
Confectionery	<input type="checkbox"/> Bakery <input type="checkbox"/> Cookie <input type="checkbox"/> Chocolate <input type="checkbox"/> Dessert <input type="checkbox"/> Others	
Processed Food	<input type="checkbox"/> Pre-cooked Food <input type="checkbox"/> Others	
Beverage	<input type="checkbox"/> Fruit Juice <input type="checkbox"/> Tea <input type="checkbox"/> Others	
Fruit	<input type="checkbox"/> Puree <input type="checkbox"/> Dried <input type="checkbox"/> Others	
Vegetable	<input type="checkbox"/> Dried <input type="checkbox"/> Others	
Others	<input type="checkbox"/> Spice <input type="checkbox"/> Sauce <input type="checkbox"/> Nut <input type="checkbox"/> Honey <input type="checkbox"/> Others	
Eco-friendly/Sustainable Kitchen Tool (1 item)		
Cookware	<input type="checkbox"/> Cutting Board <input type="checkbox"/> Apron Scrubbers <input type="checkbox"/> Others	
Tableware	<input type="checkbox"/> Spoon <input type="checkbox"/> Folk <input type="checkbox"/> Chopsticks <input type="checkbox"/> Table Mat <input type="checkbox"/> Tray <input type="checkbox"/> Others	

** Please note that exhibit items include only for room temperature storage*

** Please indicate organic/vegan products*

10. Year of Establishment: _____ 11. Number of Employees: _____
12. Annual Sales : US\$ _____ (year: _____)
13. Export Market(s) : _____
Experience of Export to Korea: YES NO
14. Agent's Name in Korea, if any: _____
Working relationship with Korean agent: Exclusive Not exclusive

15. Minimum Quantity/Order: _____

16. Minimum Value/ Order: US\$ _____

Signature: _____

Date: _____

Due Date: 22 April 2022

FORM III

Price Sheet of Exhibit Items

(Please type all entries.)

Company Name : _____

Country : _____

	Product Code/No.	Description of Goods	Reference Price /Unit(FOB:US\$)	Remarks
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
Example		Fruit Juice	US3.-\$ / liter	

Due Date: 22 April 2022

FORM IV

Ingredient list of Exhibits Items

(Please type all entries.)

Company Name : _____

Country : _____

	Product	Ingredients of product (with proportion rate)	Remarks
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
Example	Coconut chips	Cashew nuts 75%, Coconut Flakes 15%, Syrup 9%, Salt 1%	

Due Date: 22 April 2022