

# 2020 Seoul *Seoul Cafe & Bakeryfair* Cafe & Bakeryfair

Sep 10<sup>th</sup>(Thu) ~ 13<sup>th</sup>(Sun) **SETEC**



## Organizers

sba Mirae Fairs Co., Ltd.

## Sponsors

서울특별시  
SEOUL METROPOLITAN GOVERNMENT



# Why Seoul Cafe&Bakeryfair 2020?

Mirae Fairs is the professional exhibition organizer company and we've been organized Cafe&Bakery Fair successfully since 2012.

In 2012, We hold World Latte Art Championship&World Coffee in Good Spirit Championship for the first time in Asia, and we had 70,506 visitors from 50 countries.

Cafe&Bakery Fair has growing 4 times more than 2012.  
Annual event become holding with SBA(Seoul Business Agency)

Our partners and exhibitors are the driving force of our fairs growth.  
Join us! Achieve Success of your business goal in Korea with Cafe & Bakery Fair!

**Over 10,000 of buyer**

They will join us who are related in  
coffee & dessert industry

**SETEC in Gangnam, Seoul**

Comfortable transportation, Easy to get,  
Collaboration with SBA(Seoul Business Agency)

**B2B, B2C**

The best effect B2B, B2C exhibition.  
Most of visitors come to exhibition hall to buy  
and make a business.

## Programs for Exhibitors

### 1:1 Business Matching Program

You can get a chance to make  
business meeting in the private  
meeting room at exhibition hall  
with buyer who you want to match.

### New&Hot Showcase 2020

If you launch new product,  
send us the image and introduction of it.  
We'll promote it through website, SNS,  
catalog and showcase at exhibition hall.

### Seminar&Class

You can promote your product  
through seminar or class for free.

## Marketing Plan

### On-line Promotion

Homepage, Facebook, Instagram,  
Blog, Online cafe, Banner(Re-marketing),  
Keyword, Viral, Power Blogger,  
Suppoters, Newsletters

### Print Out Promotion

Sending Free Invitation letters(500,000),  
Stick Posters

### Target Marketing

Department store, VIP buyer,  
Big Franchise, Manager of foods,  
groceries, retale, distribution etc.

# Overview

<b>Title</b>	Seoul Cafe&Bakery Fair 2020
<b>Date</b>	Sep 10th(Thu)~13th(Sun), 2020
<b>Venue</b>	<b>SETEC</b>
<b>Organizers</b>	<b>sba</b> <b>mirae</b> Mirae Fairs Co.,Ltd.
<b>Media Partners</b>	서울특별시
<b>Scale</b>	200companies, 400booths

# Exhibitor Items

<b>Coffee</b> Green Bean, Roasted Bean, Espresso, Instant Coffee, Ingredients, Machine, Grinder, Press-pot, Roasters, Container	<b>Tea</b> Fermented Tea(Half/Non), Fruits Tea, Imported Tea, Tea Set	<b>Bakery</b> Bread, Cake, Cookie, Ingredients, Butter, Flour
<b>Beverage</b> Juice, Fruit Juice, Smoothie, Wine, Champagne, Pop-Soda	<b>Dessert</b> Ice-Cream, Yogurt, Chocolate, Pudding, Fruits, Candy, Snack, Dried-food	<b>Machine</b> Baking Machine, Appliance, Packing Machine, Kitchen Facility, Ice-Cream Maker, Showcase, Oven, Freezer, Dish Washer, Blender
<b>Franchise</b> Coffeeshop, Tea Cafe, Bakery Cafe, Dessert Cafe	<b>Ingredients</b> Cheese, Oil, Whipcream, Syrup, Powder, Jam, Nuts	<b>Interior</b> Cafe Furniture, Kitchen System Interior, Dish, POS-System
<b>Others</b> Consulting, Magazine, Barista Academy, Related Business		

# Exhibitor

## How to apply

Send us an application form and business certification by Fax or E-mail.  
Deposit 50% of total participation fee when you submit the document.  
**Fax.** +82-2-2238-0348 **E-mail.** cafe\_bakery@naver.com

## Require Document

Application form, business certification  
\*Catalog and images of product might be requested later

## Booth Price

Booth Type	Space Only	Standard Booth	Premium Booth
<b>Price</b>	\$2,100	\$2,400	\$2,800
<b>Detail</b>			

### Space Only

- Exhibitors should contract with construction company which admitted by SETEC.
- Electricity, Internet, Telephone, Water drainage etc. should applied to organizers.

### Standard Booth

- Walls : panel with aluminum frame(width 1m, height 2.5m).
- Floor : Carpet
- Lights : Halogen lights(2ea), fluorescent lights(2ea), 220v electronic socket.
- Information desk&chair : 1set per company(not the number of booth)

### Premium Booth

- You can reserve the premium booths if the number of booths is more than two.

## Contact us

Mirae Fairs Co., Ltd. **Website.** setec.cafenbakeryfair.com  
**Tel.** +82-2-2238-0346 **Fax.** +82-2-2238-0348  
**E-mail.** cafe\_bakery@naver.com  
#829 Manhattan B/D, Yeouido-dong, Youngdeungpo-gu, Seoul (07331)

## Bank Info

Kookmin Bank 387601-04-112881 Mirae fairs  
SWIFT CODE : CZNBKRSE

※Booth will be located by organizers considered by application arrival date, deposit date, booth scale

# Show report

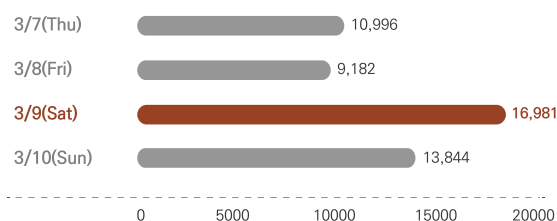
## Overview

<b>Title</b>	Seoul Cafe&Bakery Fair 2019
<b>Date</b>	Mar 7th(Thu)~10th(Sun) 10:00~18:00
<b>Venue</b>	<b>SETEC</b>
<b>Organizers</b>	서울특별시 <b>sba</b> <b>Ampe</b> Mirae Fairs Co.,Ltd.
<b>Media Partners</b>	Coffee & Tea <b>COFFEE SPACE</b> <b>Patisserie</b> <b>HOTEL &amp; RESTAURANT</b>
<b>Scale</b>	190 companies, 291 booths
<b>Visitors</b>	51,003
<b>Event</b>	Korea Coffee Championship 2019 (Korea Latte Art Championship, KLAC/ Korea Coffee in Good Spirit Championship, KCIGS)

## Visitors Data

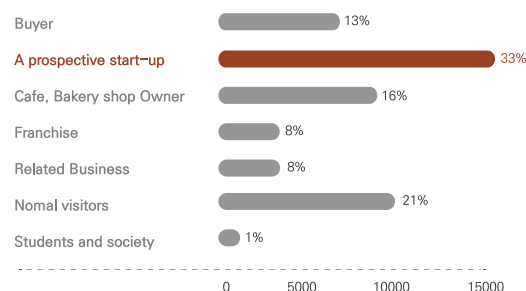
### Visitors

Date	Visitor	Percent(%)
3/7(Thu)	10,996	21.60%
3/8(Fri)	9,182	18.00%
<b>3/9(Sat)</b>	<b>16,981</b>	<b>33.30%</b>
3/10(Sun)	13,844	27.10%
<b>Total</b>	<b>51,003</b>	<b>100%</b>



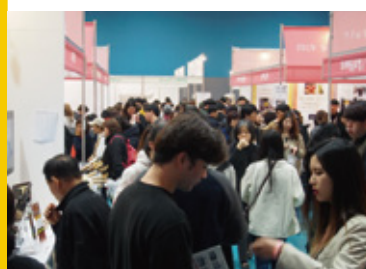
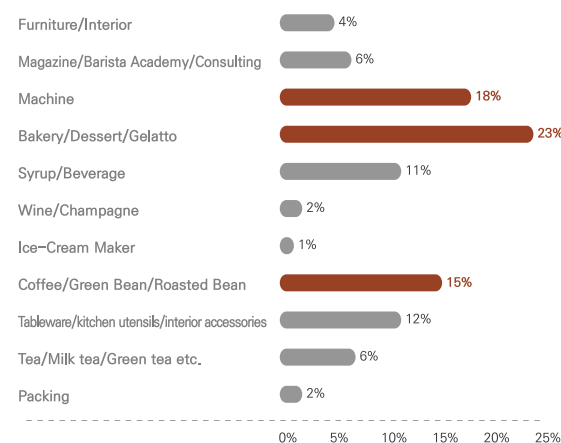
### Visitors Classification

Classification	Answers	Percent(%)
Buyer	6,630	13%
<b>A prospective start-up</b>	<b>16,831</b>	<b>33%</b>
Cafe, Bakery shop Owner	8,160	16%
Franchise	4,080	8%
Related Business	4,080	8%
Nomal visitors	10,711	21%
Students and society	510	1%
<b>Total</b>	<b>51,003</b>	<b>100%</b>



### Exhibitors Classification

Classification	Percent(%)
Furniture/Interior	4%
Magazine/Barista Academy/Consulting	6%
Machine	18%
Bakery/Dessert/Gelatto	23%
Syrup/Beverage	11%
Wine/Champagne	2%
Ice-Cream Maker	1%
Coffee/Green Bean/Roasted Bean	15%
Tableware/kitchen utensils/interior accessories	12%
Tea/Milk tea/Green tea etc.	6%
Packing	2%
<b>Total</b>	<b>100%</b>





# Seoul Cafe&Bakeryfair 2020

## Sep 10<sup>th</sup>(Thu) ~ 13<sup>th</sup>(Sun) SETEC

1:1Business Matching				Cafeteria				Seminar Room			
1-28											
1-27	1-420	1-419	1-320	1-319	1-220	1-219	1-130	1-129	1-128	1-29	1-32
1-26	1-418	1-417	1-318	1-317	1-218	1-217	1-127	1-126	1-125	1-30	1-33
1-25										1-31	1-34
1-24	1-416	1-415	1-316	1-315	1-216	1-215	1-124	1-123	1-122	1-32	1-35
1-23	1-414	1-413	1-314	1-313	1-214	1-213	1-121	1-120	1-119	1-33	1-36
1-22	1-412	1-411	1-312	1-311	1-212	1-211	1-118	1-117	1-116	1-34	1-37
1-21	1-410	1-409	1-310	1-309	1-210	1-209	1-115	1-114	1-113	1-35	1-38
1-20										1-36	1-39
1-19	1-408	1-407	1-308	1-307	1-208	1-207	1-112	1-111	1-110	1-37	1-40
1-18	1-406	1-405	1-306	1-305	1-206	1-205	1-109	1-108	1-107	1-41	
1-17											
1-16	1-404	1-403	1-304	1-303	1-204	1-203	1-106	1-105	1-104		
1-15	1-402	1-401	1-302	1-301	1-202	1-201	1-103	1-102	1-101		
1-14											
1-13	1-12	1-11	1-10	1-9	1-8	1-7	1-6	1-5	1-4	1-3	1-2
1-1											

2-12												2-13
2-11	2-212	2-213	2-214	2-215	2-216	2-315	2-316	2-14	2-15	2-16		
2-10	2-219	2-220	2-211	2-213	2-214	2-313	2-314					
2-9												
2-8	2-216	2-217	2-218	2-211	2-212	2-311	2-312	2-17	2-18	2-19		
2-7	2-213	2-214	2-215	2-209	2-210	2-309	2-310	2-18	2-19	2-20		
2-6												
2-5	2-210	2-211	2-212	2-207	2-208	2-307	2-308	2-20	2-21	2-22		
2-4	2-107	2-208	2-209	2-205	2-206	2-305	2-306	2-21	2-22	2-23		
2-3												
2-2	2-204	2-205	2-206	2-203	2-204	2-303	2-304	2-23	2-24			
2-1	2-101	2-202	2-203	2-201	2-202	2-301	2-302					

LOBBY											
Parking payment				Discount to Parking				Registration desk			
Info desk											

Events				Cafeteria				Class			
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3-13	3-330	3-331	3-332	3-217	3-218	3-319	3-320	3-421	3-422	3-14
3-12	3-327	3-328	3-329	3-215	3-216	3-317	3-318	3-419	3-420	3-15
3-11										3-16
3-10	3-324	3-325	3-326	3-217	3-218	3-315	3-316	3-417	3-418	3-17
3-9	3-321	3-322	3-323	3-215	3-216	3-313	3-314	3-415	3-416	3-18
3-8										3-19
3-7	3-318	3-319	3-320	3-213	3-214	3-311	3-312	3-413	3-414	3-20
3-6	3-315	3-316	3-317	3-211	3-212	3-309	3-310	3-411	3-412	3-21
3-5										3-22
3-4	3-312	3-313	3-314	3-209	3-210	3-307	3-308	3-409	3-410	3-23
3-3	3-309	3-310	3-311	3-207	3-208	3-305	3-306	3-407	3-408	3-24
3-2										3-25
3-1	3-305	3-306	3-307	3-308	3-204	3-205	3-206	3-404	3-405	3-26
	3-301	3-302	3-303	3-304	3-201	3-202	3-203	3-401	3-402	3-27
								3-403	3-403	3-28
3-43	3-42	3-41	3-40	3-39	3-38	3-37	3-36	3-35	3-34	3-33
3-32	3-31	3-30	3-29	3-28						