

## 1. Expo Overview

- Expo Title: 2019 the 30<sup>th</sup> HKTDC FOOD EXPO
- Duration: August 15, 2019 (Thu) - 17 (Sat) / 3 days
- Location: Hong Kong Convention and Exhibition Centre  
(香港島灣仔博覽道1號 香港會議展覽中心)
- Scale: 47,000m<sup>2</sup>
- Held by: HKTDC (Hong Kong Trade Development Council)
- Items: bakery, confectionery, beverage, liquor, processed food, dairy, health food, organic food, meat, coffee, noodles, seafood, sugar, sauces, instants, etc.
- Nature of the Expo: Held by Hong Kong Trade Development Council (HKTDC) every August, it is the biggest B2B, B2C food expo of Hong Kong, and is one of the major expos of the Greater China.
- 2018 Performance: 1,562 businesses from 26 countries / around 510 thousand visitors



Booth Location



Exterior View of the Venue

## 2. Installation, PR, and Operation Plan for the Korea Pavilion

### □ Korea Pavilion Overview

- (Purpose) By participating in Hong Kong Food EXPO by HKTDC we endeavor to expand the export of Korean agricultural products and excavate promising items
- (Scale) 432m<sup>2</sup> (48 booths, 216m<sup>2</sup> for exporting businesses / 198m<sup>2</sup> for local governments, etc. / 18m<sup>2</sup> for aT Info-desk with product display and food demo and tasting)
- (Items) general foods including kimchi, ginseng, beverage, liquor, tea, sauces, snacks, health food, mushrooms, forest products (dried persimmon), marine products, etc.
- Focus
  - Provide the motives of expanding the export by keeping the increasing export growth of Korean agricultural products and expanding export through excavating agricultural products that can lead the export in the future
  - exhibit organic foods, health functional products, teas, and Miracle items as well as the traditionally popular items of ginsengs and kimchi at the collection zone in the information desk and promote actual export consult by organizing consultation between exporting businesses and the buyers.
  - provide participating businesses an opportunity to promote and sample their products at aT Promotion Hall and advertise marketability of Korean agricultural products through recipe suggestion and tasting using the products from the participating companies

- Secure Korea Pavilion's competitiveness through satisfaction survey with the participating businesses and research of the trend-setting country pavilions
  - have staffs responsible for surveying the satisfaction of the participating companies and researching the country trend to secure the competitiveness of the Korea pavilion to set the trend at the most prominent food expo in Hong Kong organized by HKTDC.
- Promote rising exportable agricultural products of Korea proactively to the import buyers and distribution companies in Hong Kong Association for Importing Korean Agricultural Products and aim for the export expansion through hosting consultations
  - The agency is to inform the list of exporting businesses and their participation items to the buyers beforehand, designing consultation by inducing a match between buyers and the exporting businesses during the expo

**□ The Scale of the Korea Pavilion: 432m<sup>2</sup>**

Kind	Booths	Scale(m <sup>2</sup> )	Note
Exporting Business Hall	24	216	9m <sup>2</sup> / per business (standard booth)
Local Governments and Other Businesses	22	198	9m <sup>2</sup> / per business (standard booth)
Information Desk	2	18	aT promotion hall, product collection hall, food demonstration and tasting
<b>Total</b>	<b>48</b>	<b>432</b>	

\* The size of the booths can be changed as the advertisement unfolds and the local circumstance change

□ **Service Cost (to install, promote, and manage the Korea Pavilion):  
193 million KRW**

□ **Designing and Installing of the Korea Pavilion**

- Redesign the aT expo standard design according to the size and the structure
- Adequate spacing to improve the exhibition and consultation effect and design inspired by carpentry
- Maximize the visual impact by applying modern, sensual, and polished design emphasizing the Korean image and decorate the space with equipment related to the Korean agricultural products and food culture
- When bidding for the equipment service, application and field management of, and calculation for the additional equipment (extra electricity, refrigerating facilities, sampling related equipment, etc.) will be done at once. The aT Information Desk shall be designed including the information function, Collection Hall for the Miracle items and the items from the participating businesses, and sampling area.
- The equipment business is to be in charge of all the matters of the installation service (application and approval of the construction, electricity, fire fighting, air circulating, etc.)
- The equipment business is to cover the application and essential utilization of the electricity (lighting, 1kW per business, etc.)

\* **One or more personnel is to stay at Korea Pavilion during the expo to manage with responsibility**

### 3. Korea Pavilion Installation Service

**A Detailed List of the Equipment (design as a standard booth inspired by carpentry)**

aT Information Desk (18m<sup>2</sup> / 2booths)

Item	Note
Consulting Table	2 Tables, 6 Chairs <b>*omittable for securing food demonstration area</b>
Information Desk	1 Bar Stool, internal storage area, locking facility, can be used also as a showcase for displaying
Korean Food Mockup, Traditional Props	five or more mock up Korean foods and Thia names. Mix adequately with the traditional props
PC(Laptop)	1 (with basic office programs like MS Office and Hangeul installed)
Multi-purpose printer	1 (printable, scannable, copyable), with 2 packs of A4 papers
Water Dispenser	1(including 10 bottles of mineral water), 300 paper cups
Sampling Tool	Sampling bar, cooking utensils including induction and microwave, equipment, and foods for the sampling
TV	1 60 inch LED TV (USB applicable, wall-mounted)
Poster	Promotion poster, including a frame and lighting
Lighting	Mix SPOT and LED Footlight (of HQI) adequately (one or more lighting per panel)
Widecolor	2 kinds of light boxes, 100cm×120cm or bigger
Internet	2 lines (1 for PC, 1 for Wi-Fi) Reuter (wired and wireless, Wi-Fi available, password applied) Install so that the participating businesses can join massively
Storage	With entrance and locking utility
Sub-ornaments	1 Catalog stand, 1 set of desktop national flags Korea Pavilion general information map
Others	1 trash bin, 50 trash bags, 200 coffee/tea bags, 2 4-socket outlets

- allocate two staffs for the information desk for the Promotion Hall information and interpretation

- Advertise Miracle items and make and display the sampling promotion banner
  - Install a showcase for the Miracle items and the exhibiting items from the participating businesses, attracting a match with buyers
  - Function as a business center with office supplied like PC, printer, and Wi-Fi installed
  - Install big 60-inch LED TV to emit videos for advertising Korean agricultural products and for introducing participating businesses and their items
  - Allocate a cook and a helper for sampling and developing menu using the items from the participating companies and install a sampling zone
- Exporting Businesses Hall (216m<sup>2</sup>/24 booths) / Local Government Hall (162m<sup>2</sup>/18 booths) / Distribution Education Center (18m<sup>2</sup>/2 booths) / Marine (18m<sup>2</sup> / 2 booths)

Item	Note
Business Sign	with logo and lighting (300watt or more)
Exhibition Stand	3-level show case, with lighting and locking facility
Information Desk	Sampling zone, internal storage, locking facility, with logo
Table Set	1 table, 4 chairs
Backward Exhibition Stand	1 stand (with internal storage area and locking facility)
Stand	Mix SPOT and LED footlight (or HQI) adequately (one or more lighting per panel)
Outlet	2 sockets, offer 1kw by default (add additional electricity for the businesses applied for 24 hour electricity)
Catalog Stand	1 stand
Desk National Flags	1 set
Other equipment	1 Trash bin, water dispense (number to be determined after negotiation)
Internal Storage	one per booth, with door stopper and locking facility installed

- standard booth, one-side open with a wall at the back and separators(left and right)
- exhibition, sampling, export consulting, distributing of the brochures (catalog, etc.)
- gather the logos from the businesses and get final confirmation with the person in charge
- total of 46 booths — 24 for exporting businesses, 18 for local governments, 2 for the distribution education center, 2 for marine products — are to be made as standard booths, where consult with buyers and sampling will be held
- check the additional demand from the exporting businesses, local governments, and other businesses individually and reflect the equipment and logo after confirming the booth and installation company

**\*Details to be negotiated after selecting a service company**

#### ○ Others

- One additional set of ceiling banner **\*can be deleted if the host does not allow**
  - additional banner than the basic banner offered by the host
  - keep consistent with the overall design of Korea Pavilion — design should be checked and agreed beforehand
  - standard size can be adjusted according to the installation rule — installation place must be agreed
- cleaning of the pavilion: clean the entire pavilion for the entire event period (3 days) (once per day)
- including the cost followed by using outlet and electricity as installing the pavilion
- the aforementioned is an essential requirement — aT and the equipment business may edit or add partially through negotiation

- make a polished look by having a separate plan for the lighting of the pavilion
- submit photos and videos taken during the event when reporting
- the personnel in charge from the installation company shall remain at the Korean Pavilion during the event period to manage with responsibility
- the condition is that it includes everything from manufacturing to transportation, installation, management, and disassembling
- the equipment business is to calculate with the participating companies for the additional equipment
- \* **be in charge of related businesses of refrigerating products including providing price list and equipment, collecting applications, installment and change of the products on site, retrieving**
- Submit final floor plan including 3D blueprints 2-3 weeks before the expo

Field	Floor Plan Required
3D	Perspective, Front View, Side View
Layout	Top View, Human Traffic Plan, Per-Kind Arrangement Plan
Information Desk	Perspective, Front View, Top View
Exporting Business Hall, Local Governments Hall, Other Businesses	Perspective, Front View, Side View
Graphic Printing Material	Business Logo, Information Map, Banner, Wide Color, etc.

\* **Submit the above as PDF and CAD file via e-mail or with USB**

#### **4. Korea Pavilion PR Service**

##### **Media Promotion and Sending out Invitations to the Buyers**

- Advertise Korea Pavilion and distribute a release press copy through influential newspapers and food-focused presses
- Distribute buyer invitation, promotional pamphlet, etc. with local large-scale distributor and buyers
- Provide information about the participating businesses and lead to a match

**□ Distribute Exporting Business Directory Book and Miracle Items Promotional Material**

- Distribute exporting business directory book, Miracle item promotional material, and other promotional materials from the participating businesses (if they request) to the guests to increase the willingness to purchase crops from Korea

**□ Attract the buyers to Korea Pavilion through Food Demo Events**

- Develop menus utilizing the materials from the participating business and sample the cuisines to attract the buyers to visiting the Korea Pavilion

**□ Run Promotional Videos about Korean Agricultural Product**

- Collect the videos that can promote Korean agricultural products and the products from the participating company and run them at the Information Desk to increase the interest of the visitors about the Korean Agricultural Crops

## **5. Korea Pavilion Management(Operation) Service**

**□ Support the Expo Management through Supporting Korea Pavilion and the Participating Businesses**

- guide and support with the requests of the participating businesses (interpretation, additional equipment, transportation, etc.)
- Collect representative products from the participating companies and offer a collection hall exhibition

\* when it is difficult to collect representative products purchase them separately under the negotiation with aT

- Distribute and collect the daily consulting log for the participating businesses
- Enact satisfaction survey for the participating companies (have one staff in charge of)

- Recruit 2 Information and Interpretation Staffs (2 at the information desk)**
- Research the Trend and Hot Products of the Major Country Pavilions (beside the country pavilions, research the individual trend hot products)**
- Hire a Professional Chef and a Helper for food demonstration and Take Responsibility of Developing New Menu (Using the Products from the Businesses) and Corresponding Services**
- Suggest to and Allocate Time for the Businesses participating in the aT promotion Hall**
- Other Overall Proxy Works Managing the Korea Pavilion**
- Check with the Individual Businesses about Information and Interpretation Staff, Helpers, etc. with the Exporting Companies and Local Governments and Promote Them after Reflecting Them on the Budget**

## **6. Service Contract Fee Provision**

- Prepayment (if requested)**
  - While the prepayment is not provided by principle, if the service providing business submits documents that guarantee the fulfillment of the prepayment such as guaranteed securities from a financial institute of banks, insurance companies, etc., the prepayment can be provided.
  - Provided within three weeks since the request after the contract (within 50% of the contract fee)
- Service Fee (remaining fee):** when the service company submit the final report within the contract period, the corporate will finish checking within 14 days and pay the service fee (remaining fee) within 30 days

## 7. Assignment Submission

### Assignment Final Report

- Submit with related documents within the contract period (within a month after the end of the event)

\* assignment progress shall be reported on demand

### Proposal Submission

- Announcement Period: 10days

\* If the deadline is a holiday, proposals received by 18:00 of the following date will be accepted

- Submission Period : within the announcement period
- Submission method: via e-mail to the person in charge of at Hong Kong branch (charles.kim@at.or.kr)
- Documents to Submit : proposal and company introduction (including general status, human power deployment plan, performance for the last three years, certificates for the achievements, etc.)

\* For the price estimate (original copy), do NOT include in the proposal, and send it separately through mail or in hand so that it can arrive at the Hong Kong branch office within the submission period (only the price estimates arrived by 18:00 of the deadline will be applied to the evaluation)



## I

## 2019 OO Food Expo ( ) Overview and Trend

## 1. 2019 OO Food Expo( ) Overview

- Title of the Event: 2019 OOFood Expo( 2019) / the OOfh
- Duration: . .2019 ( ) ~ . ( ) \* Opening hours: 11:00 – 19:00 (close at 17:00 for the last day)
- Location:
- Held by:
- Items:
- Nature of the Expo:
- Scale:

## 2. 2019 OO Food Expo Main (Overall) Trend

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## II

## Major Country Pavilion Trend (OO countries)

1. OOOOOOOO

Participation Scale (Number of Businesses):

Main participation items:

Pavilion's Main Trend and Hot Products

○

-

-



View of the Pavilion



Key Item: Locally Grown Vegetables

○ Hot Product

-



View of the Pavilion



Key Item: Locally Grown Vegetables

2. ○○○○○○○○

Participation Scale (Number of Businesses):

Main participation items:

Pavilion's Main Trend and Hot Products

○

-

-



**View of the Pavilion**



**Key Item: Locally Grown Vegetables**

○ Hot Product

-



**View of the Pavilion**



**Key Item: Locally Grown Vegetables**

Dear staffs of the businesses participating in the Food Expo!

We (aT) would like to collect your opinion about the management of the Korea Pavilion at the Food Expo so that we can reflect them to improve our system and establish an effective plan for participation. The food expo project is one of the significant projects in terms of exporting of Korean agricultural products, and we are sure it is a project that we develop with you. If you could tell us any opinions, we will look through them actively and improve our plans in more convenient and effective ways. Thank you for your cooperation.

**1. What does your company handle? What does it export?**

(Handling: \_\_\_\_\_ Exporting: \_\_\_\_\_ items including \_\_\_\_\_)

※ example areas of handling: fresh, forest, kimchi, ginseng, teas, husbandry, *jangs*, sauces, snacks, health, beverage, liquor, noodles, marine, others

**2. How satisfied were you for the service from aT participating in the food expo?**

- 1) Very Satisfied (     ) 2) Satisfied (     ) 3) Average (     ) 4) Unsatisfied (     )  
5) Very Unsatisfied (     )

**3. If you answered *Unsatisfied* or *Very Unsatisfied* at the question above, why?**

Opinion)

**4. Which of our system should be improved foremost? Please write them down in order (① →② →③ →④ →⑤ )**

- 1) Expo **participations** (currently 31 expos per year) 2) **Scale of Expo participating businesses**  
3) **Decrease of booth size** (1 booth 3m×3m) 4) **Increase of booth size** (1 booth 3m×3m)  
5) **Expanding Matched Consultation with Buyers** at an Expo  
6) **Other** \_\_\_\_\_



Thank you for taking your precious time for the survey.

We are going to use your answers through comprehensive analysis and reflecting them in planning for the 2020 world food expo participation plan, so that we can expand the export of Korean agricultural products.

If you have any questions about the survey, e-mail to the person in charge of expo projects in aT's Foreign Business Department ([aTexpo@at.or.kr](mailto:aTexpo@at.or.kr)), and we will answer your questions sincerely.