

2025 Asia Fruit Logistica Korean Pavilion

Set-up/PR/Operation Agency Bid

1 Exhibition Overview

- ☐ Event Title: Asia Fruit Logistica 2025 (Hong Kong)
- ☐ Period: September 3 (Wed) - 5 (Fri), 2025 (3 days)
- ☐ Venue: AsiaWorld-Expo (AWE), Airport Expo Blvd, Chek Lap Kok, Hong Kong
- ☐ Total Floor Area: 36,000m²
- ☐ Organizer: Global Produce Events (HK) Co., Ltd.
- ☐ Exhibited Items: Fresh agricultural produce

2 Korea Pavilion Overview

- ☐ Objective: Promote the freshness and safety of Korean fresh produce to expand exports to Greater China and Southeast Asia through buyer engagement and consultations
- ☐ Pavilion Size: 12 booths, 120m²
- ☐ Participants: 10 companies (7 via aT, 3 via producer organizations)
- ☐ Exhibits: Mushrooms, pears, strawberries, grapes, citrus fruits, and other fresh produce
- ☐ Organizer: Korea Agro-Fisheries & Food Trade Corporation (aT)



3 Scope of Work

- ☐ Project Title: 2025 Korea Pavilion Design, Promotion, and Operation Services for Asia Fruit Logistica (Hong Kong)
- ☐ Service Period: From contract date to October 17, 2025
- ☐ Event Period: September 3 to 5, 2025
- ☐ Scope: Pavilion design, booth installation, promotional activities, and operation management
- ☐ Area: 120m² (12 booths: 3 PR, 7 Exporters, 2 Info desks)
- ☐ Total Budget: KRW 100,500,000(subject to exchange rate on payment date)

4 Detailed Requirements

A. Booth Installation

- ☐ Basic Direction
 - Apply Korea BI, MAFRA BI, and aT BI visibly on booth towers
 - * MAFRA and aT BI must be about one-third the size of the Korea BI

☐ Design Direction

- Use colors and materials that reflect freshness and eco-friendliness in line with local trends
- Emphasize uniqueness of Korean produce (texture, consumption style) using LED screens, ASMR, and traditional Korean design elements (e.g., hanji textures)
- Open-type booths for producer groups to maximize visibility
- Standard booth design for exporters to enhance business consultations



☐ Booth Configuration:

- PR Booths (3 booths, 30m²):
 - Featuring Korea Paprika Co., Ltd. (Paprika), Korea Kiwi Export Association (Kiwi), and Korea Grape Export Association (Grape)
 - Product display, tasting, business consultation, and promotional material distribution

- Customized designs reflecting each association's identity
- Interpreter (Chinese/English fluent) assigned per booth
- Exporter Booths (7 booths, 70m²):
 - Harmonized design with open-type back and sidewalls, resembling premium retail shelving
 - Support for product display, tasting, and consultation
 - Additional equipment (e.g., refrigerators) requested separately and directly charged to exhibitors
- Info & Business Zone (2 booths, 20m²):
 - Support staff (min. 3 persons), including interpreters and safety officers
 - Central exhibition area with large LED TV for live streaming of cooking demonstrations and ASMR content
 - QR code guide for easy visitor access to profiles and promotional materials
 - Business lounge for MOU signing and agreement ceremonies
- Furnishing & Equipment (for all booth types):
 - Lockable storage, display panels, spotlights, LED floodlights, catalog stands, waste bins, desks, chairs, flags, water dispensers, etc.
 - Internet (wired and Wi-Fi), PC, printer, and tasting utensils provided in info zone
- Additional Notes:
 - Adjustments within budget are allowed upon aT consultation
 - Contractor responsible for pre-approval procedures (electricity, safety, etc.)
 - Contractor to provide final 3D layouts three weeks before the exhibition (in PDF and CAD format)

B. Promotion Plan

- Special PR Zones:
 - Collection zone with flagship and new product highlights
 - Tasting zones using fresh, ready-to-eat items
 - Play Korean agri-food promo videos and distribute giveaways
- Media & Buyer Outreach:
 - Send e-catalogs and promotional emails to Hong Kong media and key buyers
 - Promote Korea Pavilion on AFL official website and with ceiling banners onsite
- Pre-show Marketing:
 - Send EDM and invitations using BMS
 - Hold pre-show online consultations 2-3 weeks before the event to maximize contract potential

C. Operation Plan

- On-site Staffing:
 - Minimum 1 general manager, 1 safety officer, 2 interpreters (English/Chinese)
 - Staff must remain onsite during full exhibition period
- Business Support:
 - Daily distribution and collection of consultation logs
 - Conduct 1:1 online/offline consultation sessions(approx. 100 meetings)
 - Conduct at least 3 tasting/cooking demo events with chefs or stylists
 - Record and stream videos for promotion
 - Clean entire pavilion once per day
 - Provide intensive support for exhibitor requests (interpretation, logistics, equipment, etc.)
- Pre-exhibition Briefing:

- Hold online session in late July to explain booth design, equipment, and application process

D. Deliverables

- Reports Due by Project End:
 - Summary of consultation logs (online/offline), MOU counts and results
 - Promotional output (number of articles, PR effectiveness)
 - Participant and visitor feedback, contractor feedback, benchmarking of other country pavilions
 - Daily highlights and visitor reaction logs
 - Video deliverables: 1 short-form (reels) and 1 video (~5 min)

E. Settlement Terms

- Advance Payment: Not provided unless the contractor submits a valid financial guarantee
- Final Payment: To be paid within 3 business days after invoice submission and completion approval

F. Proposal Submission

- Pre-announcement Period: June 23 (Mon) – 27 (Fri), 2025
- Official Announcement: June 27 (Fri) – July 7 (Mon), 2025
- Deadline: July 7, 2025, 13:00
- Submission Method: Email proposal and company profile to minyeong@at.or.kr
- Required Documents: Proposal, company overview, team plan, past three-year experience, proof of performance
- Price Estimate: Original hardcopy must be mailed to aT Hong Kong Office

Reference

Booth Layout

- Area: 6.00m x 20.00m = 120m²
- Location: Hall 3, Booth No. 3V02

