

「FI KOREA 2012」 Exhibition Report

Food Ingredients / Food Technology

FI KOREA secretariat



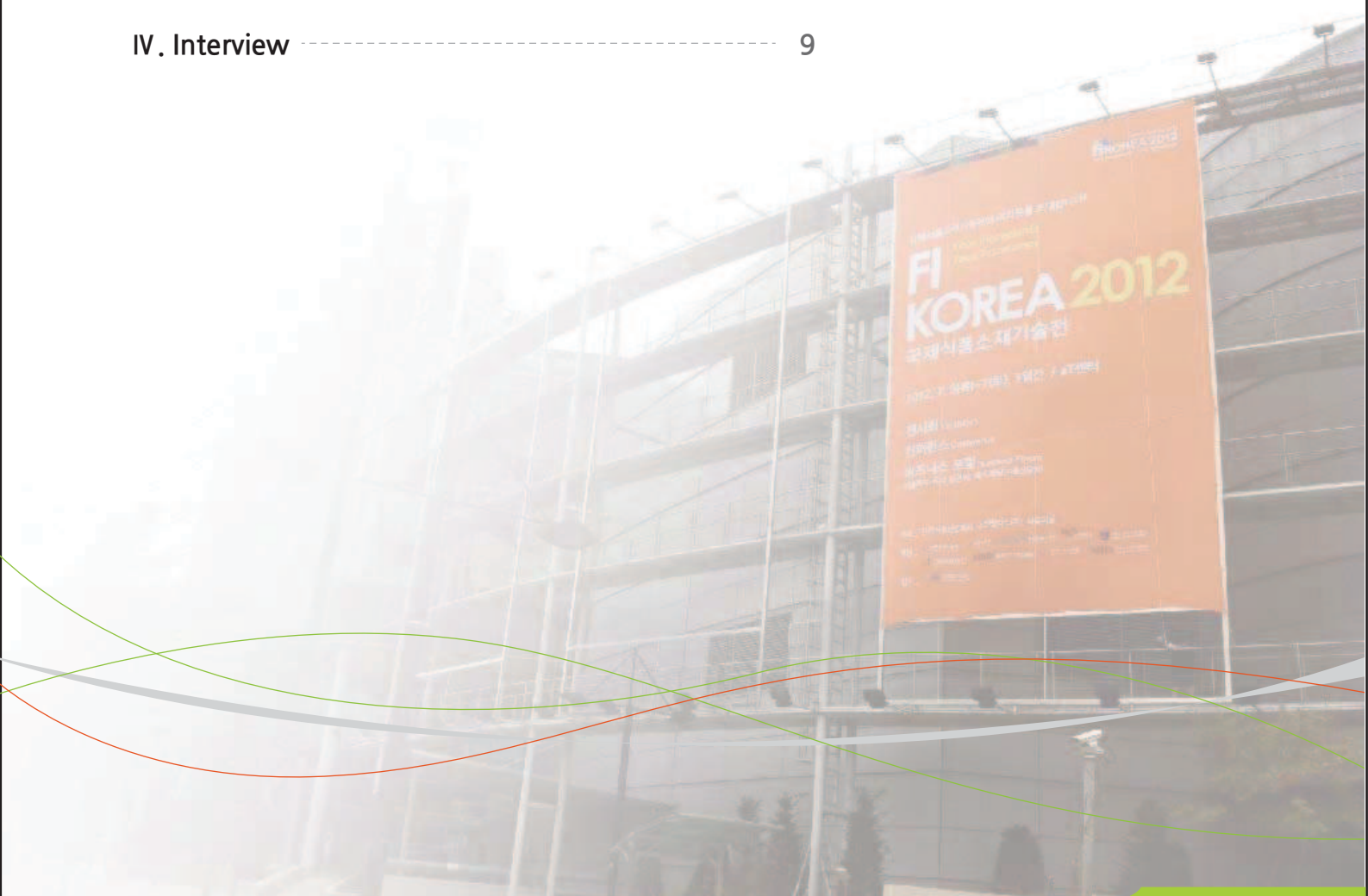
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1. FI KOREA 2012 at a Glance

- **Title :** FI KOREA 2012 (Food Ingredients Korea 2012)
- **Organization :** Exhibition / Business Forum(Biz-matching, Technical IR) / Conference
- **Purpose :** Promoting food industry through the only professional exhibition of Food Ingredients / Food Technology.
For professional Exhibition-oriented based on actual results and export activation by attracting professional buyers
- **Date :** July 5th(Thu) – 7th(Sat), 2012
- **Venue :** Hall 1, 2 for Exhibition / 3F, 5F for Conference Room, aT Center
- **Scale :** Exhibition : 102 Companies with 203 Booths from 22 Countries
Conference : 10 Sessions, 38 Speakers
Business Forum : – Biz-matching : 79 Companies including Overseas Buyers from 12 Countries
– Technical IR : 6 Presentations from 6 Companies
- **Organized by :** Korea Food Industry Association, Globalcomms, Food Journal
- **Supported by :** Ministry for Food, Agriculture, Forestry and Fisheries / Ministry of Health & Welfare
/ Korea Food & Drug Administration / Rural Development Administration
/ Korea Customs Service (Seoul Main Customs) / Korea Agro-Fisheries & Food Trade Crop
/ Korea Health Industry Development Institute / Korea Food Research Institute
/ Korea Health Supplement Association
- **Exhibit Item :** **Food Ingredients :** Starch, Modified Starch, Saccharum, Amylaceum, Sorbitol, Oils and Fats, Fat Replacer, Flour, etc.
Food Additives : Acidity Regulators, Anticaking Agents, Antifoaming Agents, Antioxidants, Bleaching Agents, Bulking Agents, Coating Agents, Colours, Colour Fixatives, etc.
Health Food ingredients : Nutrition Ingredients, Dietary Food, Raw Food, Ginseng & Tea Product etc.
Natural Food Ingredients : Dairy Product, Egg Products, Fruits and Vegetable Products, Herbs, Honey Products, Nuts, Salts, Sea Foods, Seeds, Soya & Soya Product, Organic Foods etc.
- **Main Event :** Official Event (Opening Ceremony/ Welcome Reception)
Professional Exhibition of Food Ingredients
Conference
Business Forum (Biz-matching/Technical IR)
- **Special Event :** Skull Session of FTA for targeting domestic companies – Korea Customs Service (Seoul Main Customs)
Introduction about trend of world food ingredients and Food Industry – Ingresia
Special Zone – Purple sweet potato

2. Analyses & Figures

• Exhibition

Exhibition Scale : 102 Companies with 203 Booths

(Korea: 54 Companies with 126 Booths / Overseas: 48 Companies with 77 Booths)

Visitor : Total 5,574 professionals (Overseas: 24 Countries)

※ B2B Exhibition (All Business Day)

- Analysis of Exhibitor

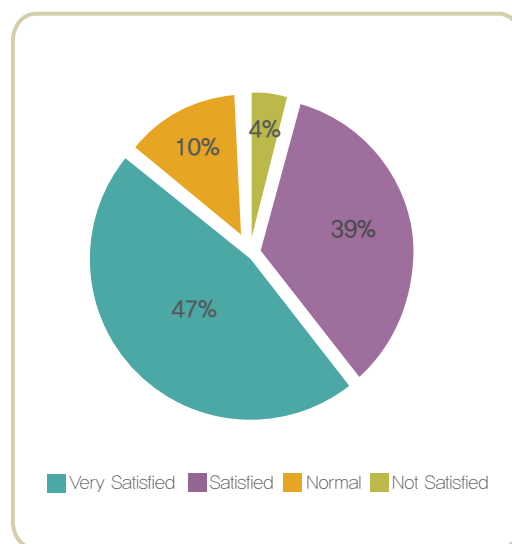
1. Classification of Exhibitor by Products

Section	Company	Booth
Food Ingredients and Additives	21	37
Healthy Food and Natural Food Ingredients	18	23
Organic and Functional Ingredients	6	11
Processed Food Ingredients	13	24
Equipment and Technology related with Food Ingredients	29	53
Special Zone / Poster Section	15	55
Total	102	203

2. Classification by Country

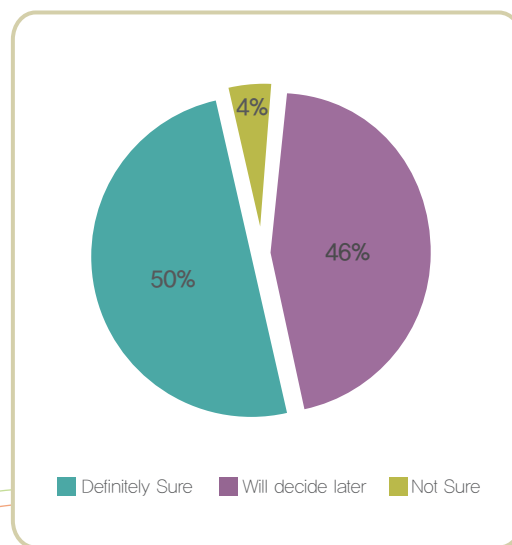
No.	Name of Country	Company	Booth
1	Korea	54	126
2	China	12	18
3	Japan	5	6
4	USA	4	6
5	India	2	4
6	Turkey	3	7
7	France	2	3
8	UK	2	2
9	Belgium	2	3
10	Hongkong	2	2
11	Thailand	2	2
12	Sri Lanka	2	1
13	the Netherlands	1	11
14	Poland	1	2
15	Germany	1	2
16	Russia	1	1
17	Singapore	1	1
18	Taiwan	1	1
19	Malaysia	1	2
20	Indonesia	1	1
21	Vietnam	1	1
22	Bangladesh	1	1
Total	22 Countries	102	203

3. Participation Satisfaction



〈 Assessment on FI KOREA 2012 〉

4. Re-participation Intention

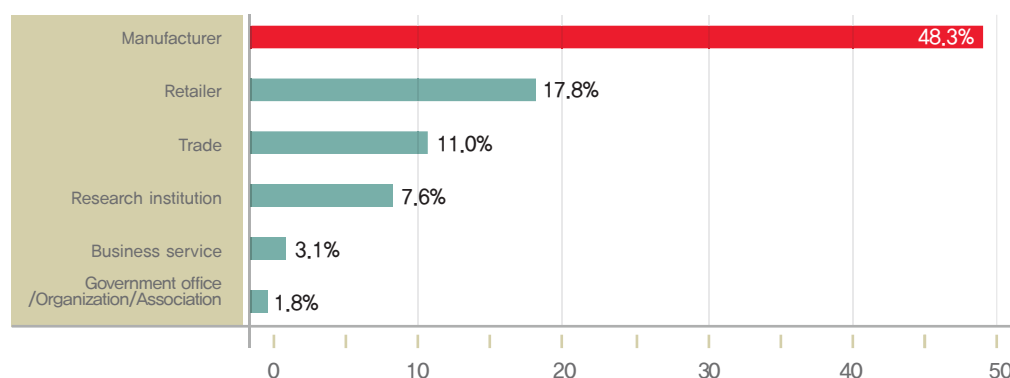


〈 Coming to FI KOREA 2013 〉

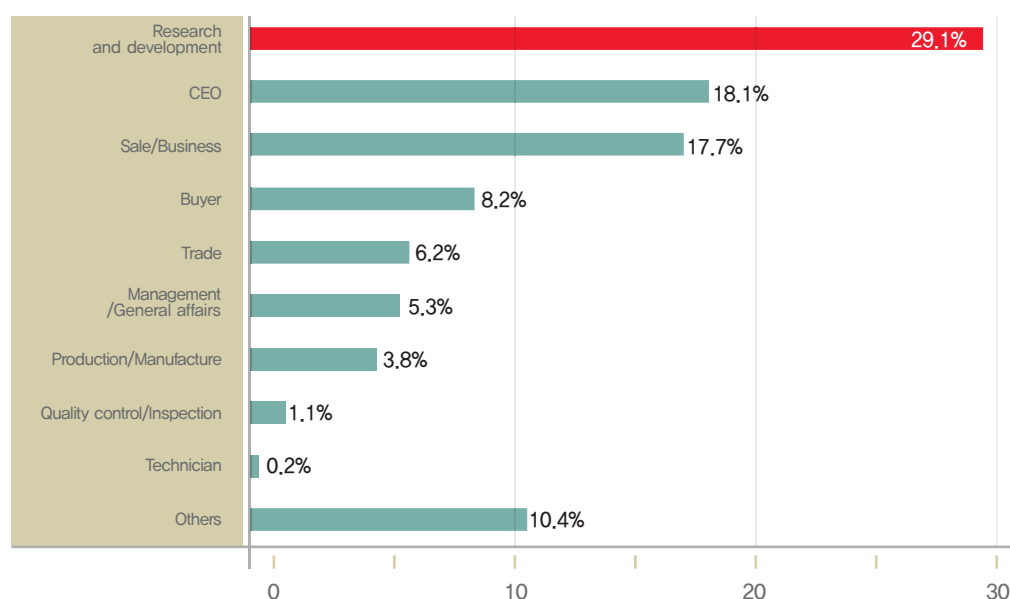
2. Analyses & Figures

- Classification of Visitor

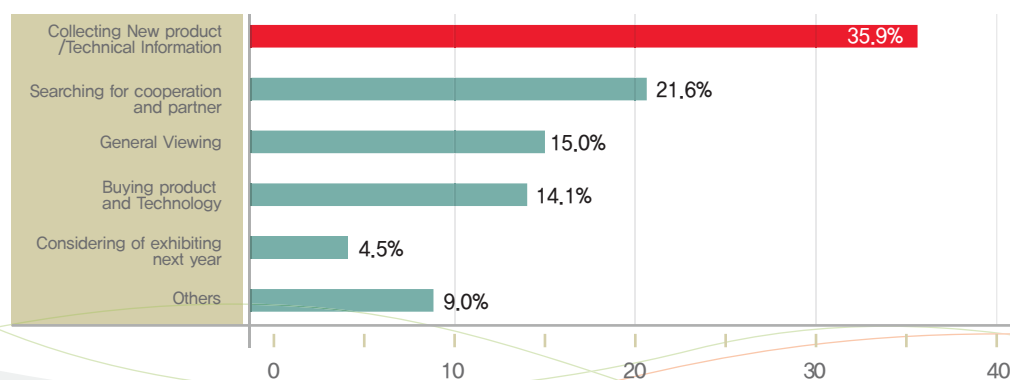
1. Classification by Occupation



2. Classification by Business



3. Purpose of Participation



2. Analyses & Figures

• Conference

- Date : July 5th(Thu) – 6th(Fri), 2012 (for 2 days)
- Venue : aT Center, Conference Room
- 10 Sessions, 38 Speakers

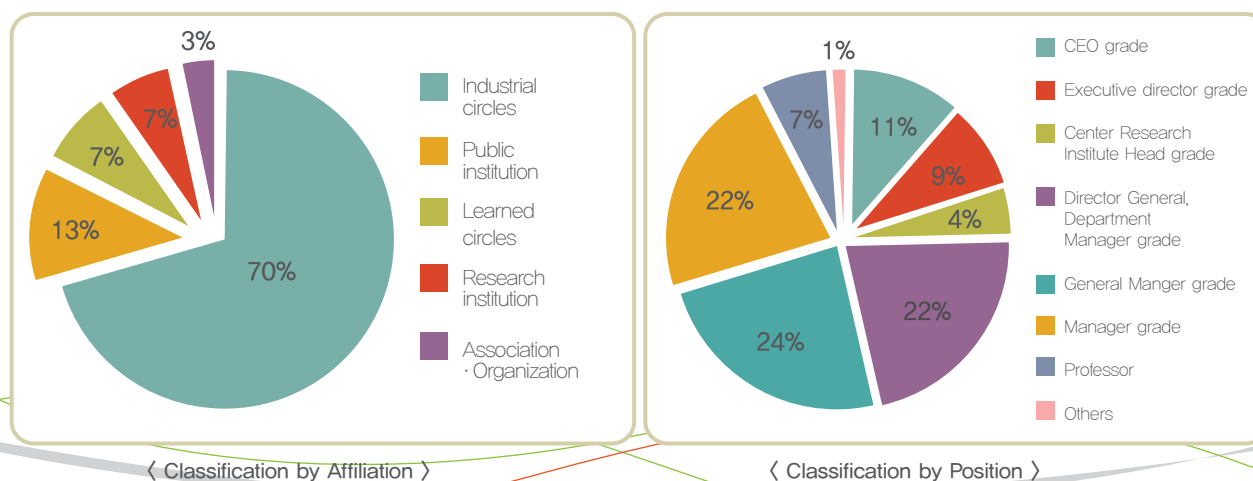
– The Numbers of Attendees

Date	Subject	Overseas Speakers	Korean Speakers	Attendees
July 5	Plenary Session	1	1	141
	Food Ingredients Industry's Current States and Development Plan	—	2	145
	Food Ingredient's Safety	1	3	78
	Strategy to Global Market & Successful Cases I. (Japan, China)	2	2	88
	Utilizing Traditional Resources	—	4	82
July 6	Food Ingredients and New Technologies	1	4	132
	Status and Prospect of Functional Food Ingredients	—	4	122
	Information Analysis and Product Marketing	—	4	132
	Strategy to Global Market & Successful Cases II. (Muslim Market)	2	2	82
	Strategy to Global Market & Successful Cases III. (U.S. & E.U.)	3	2	72
Total 10 Sessions		38 Speakers		1,274

- Scale and Outcome

- 10 Sessions, 38 Speakers
- The total number of professionals by Session: 1,274 professionals

• Classification by Affiliation & Position



2. Analyses & Figures

• Business Forum

- Biz-matching

- Date : July 5th(Thu) – 7th(Sat), 2012 (for 3 days)
- Scale : 79 Companies including Overseas Buyers from 12 Countries



- Technical IR

- Date : July 6th (Fri), 2012 10:30~16:00
- Scale : 6 Presentations from 6 Companies

Time	Subject	Presenting Companies
10:30~11:00	Development and Biological Activity of Rexflavone (Extract of Sophora Japonica Linne Fruits) on Menopausal Symptoms	Rexgene Biotech
11:00~11:30	Introduce Company's Profile and SABINSA's Evolution at Innovative Ingredients for Weight Management	Sabinsa Korea Corp.
11:30~12:00	Alcohol-free Red Wine Concentrates	HIBIO
13:30~14:00	Actiponin, an Extract of Gynostemma Pentaphyllum Leaf, Improves Obesity by Activating AMP-activated Protein Kinase	Bionic Trading Corp.
14:00~15:00	The Development of Dried Konjac and It's Application & Demonstration	Biodelta Korea Corporation
15:00~16:00	The Functional Properties of Seaweed Calcium AQUACAL and it's a New Studies	Biodelta Korea Corporation



3. Gallery

Exhibition



Conference



Opening Ceremony & Welcome Reception



4. Interview



Naturex (France) Executive Director

We had to go through Agency before the exhibition, however, we can meet our partners in person and also communicate each other in FI KOREA 2012.

Mintel (China) Executive Director

It was efficient and definitely not wasting time, because we can select professional food industry companies and customers in exhibition of FI KOREA 2012. Especially, it was efficient meeting with phar-

maceutical companies and Confectionery companies. Also, experts and professors from the university visited our booth in person.

Dongwon Samjo Celltech (Korea) General Manager

Meeting between exhibitors and other exhibitors of exhibition was the best part of the event. In other exhibitions, we could not have business exchange with other exhibitors. In particular, Germany, India, Vietnam and Taiwan buyers from overseas exhibitors visited our booth in person to discuss import and export.



IFT (USA) Vice President

FI KOREA 2012 Conference is comprised of beneficial programs. FI KOREA 2012 Conference gets an advantage over the others in Korea.



Daepyung (Korea) Executive Director

Participants were all experts from professional food ingredients companies, we could have detailed discussion during the meeting. We have had 70 Biz-matching meetings for 3 days of FI KOREA Business Forum. 20 Biz-matching meeting was with overseas companies. In special, we could achieve positive result because Japanese companies which we have already had cooperative relationship with visited our booth. Furthermore, Korea Food Industry Association organized this exhibition. That is what we expect from FI KOREA.