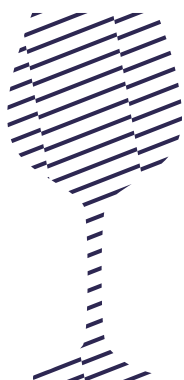
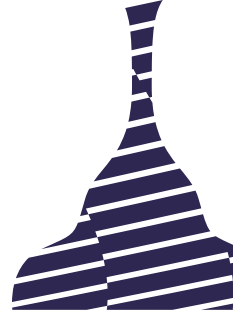
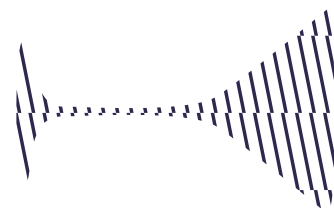


The 19th Seoul International Wines & Spirits Expo



The 19th

Seoul International
**WINES &
SPIRITS
EXPO 2021**

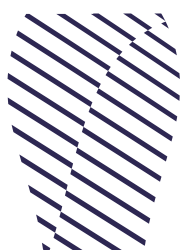


July 2_(Fri.) ▶ 4_(Sun.), 2021

COEX HALL B, SEOUL, KOREA



www.siwse.com



Organized by **KIACO**
Since 1987
Korea Wine & Spirits Exhibition Co., Ltd.



We, the best business platform for the Korean wines & spirits industry, propose a new mainstream trend of wines & spirits and provide a direct promotion opportunities for Korean market.

Overview

- ★ **Title** The 19th Seoul International Wines & Spirits Expo 2021
- ★ **Date** July 2(Fri) ~ 4(Sun.), 2021 / 3days
- ★ **Venue** Coex Hall B / Seoul, Korea
- ★ **Organizer** Korea International Exhibition Co., Ltd
- ★ **Sponsor** MONTBEST / HWAYO / KOREA TRADITIONAL LIQUOR ASSOCIATION / KOREA WINE PRODUCTION ASSOCIATION / YEONG DONG WINE / BREWORX / KOREA WINE ASSOCIATION / KOREA BEVERAGE LICENCE ASSOCIATION

Concurrent Events



Int'l Beer & Equipment Industry Expo

The International Beer & Equipment Industry Exhibition is the largest beer business event in Korea that exhibits beer, related equipment and sorts of accessories at a single venue.



World Traditional Alcoholic Beverage Festival

Introducing the superiority of traditional alcoholic beverages and proving the competitiveness through promotions and sales at the traditional liquor pavilion

Exhibiting Item



• Wine

Red wine / White wine / Rose wine / Sparkling wine / Fortified wine, etc.



• Equipment / Shipping / Packaging

Production equipment / Transport / Packaging / Interior / Home brewing, etc.



• Beer & Spirits

Craft beer / Whisky / Vodka / Brandy / Japanese Sake / Chinese spirits, etc.



• Service & Media

Magazines / Related educational institution / Online services / Smart order system / Big data, etc.



• Related Accessories

Cellar / Dispenser / Glass / Accessories, etc.



• Embassies / Associations

Embassy in Korea / Trade-investment promotion agency / Foreign organizations, etc.



• Related Foods

Cheese / Dairy / Olives / Chocolate / Snacks, etc.



• Wholesale & Retail Stores

Wine shop / Liquor shop / Bar / Caterings, etc.

Event

The SIWS Expo 2021 sets to deliver the most informative and innovative events.



* Operating domestic and overseas special pavilion

Domestic and overseas wines & spirits will be displayed in one place to promote various product lines and market trends to related industry buyers and visitors.

* Professional Classes & Seminars

Providing professional education services for classes and seminars by organizing curriculum on various topics for related industry officials and enthusiasts.

* Conference

With a wide range of discussions on the rapidly changing market and a professional conference with diverse experts.

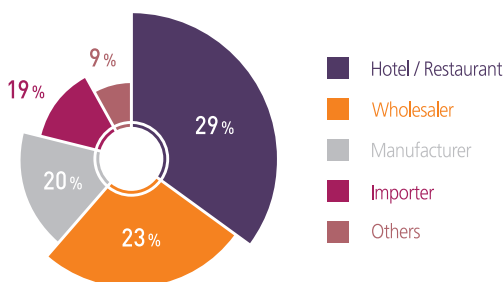
※ Details of the event will be announced through individual announcements.

2020 Exhibition Overview

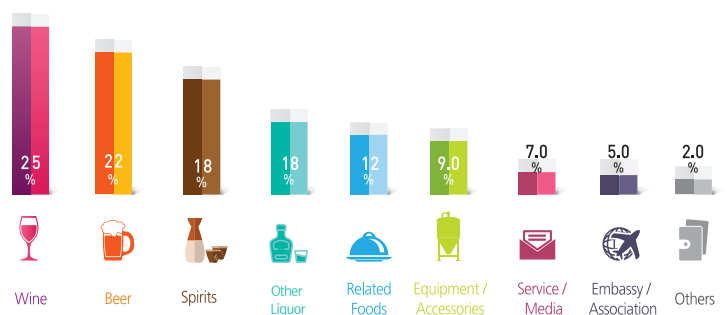
- * **Title** The 18th Seoul International Wines & Spirits Expo 2020
- * **Date** June 12(Fri.) ~ 14(Sun.), 2020 / 3days
- * **Time** 11:00 ~ 19:00
- * **Venue** Coex Hall C / Seoul, Korea
- * **Organizer** Korea International Exhibition Co., Ltd
- * **Sponsor** WOSA / USATO / KOREA WINE ASSOCIATION / SOMMELIER TIMES / WINE VISION / BREWORX / HWAYO / KOREA WINE PRODUCTION ASSOCIATION / MONTBEST / KOREAN TRADITIONAL LIQUOR ASSOCIATION
- * **Number of exhibitor** 143 companies from 7 countries
- * **Number of Visitor** 23,055 visitors
- * **Participating countries**



Buyers Category



Buyers / Visitors Interest Category



Participation Procedure



Submit application

Until 2021.5.31(Mon.)
E-mail : intosws@siwse.com



Pay deposit

Pay 50% within a week after application



Remaining Balance Payment

Until 2021.5.31(Mon.)



Opening

2021.7.2(Fri.)

Discount benefit

NO.	Classification	Percent	Condition
1	Early registration discount	10%	Deadline : 2021.3.31(Wed.)
2	Repetitive participant discount	5%	Participated in past SIWS expo
3	A application of more than 4 booths	10%	Apply for more than 4 booths

※ Booth placements will be made in the order of application and deposit.

Booth Information

Booth Type	Size (WxLxH)	Provision Details	FEE (per booth)
Space Only	3m X 3m	Only raw space is provided	USD 2,000
Standard shell type	3m X 3m X 2.4m	Panel side & back walls, Carpeted floor, 1 sign board, 5 spotlight, 1 electricity with 1 socket, 1 information desk & 1 chair	USD 2,300
Standard wooden type	3m X 3m X 2.4m	Wooden side & back walls, Carpeted floor, 1 sign board, 3 spotlight, 1 electricity with 1 socket, 1 wooden info. desk, 1 chair	USD 2,500
Premium Booth (wooden type)	3m X 3m X 2.4m	Wooden side & back walls, Carpeted floor, 1 sign board, 3 spotlight, 1 electricity with 1 socket, 1 wooden info. desk & 1 chair, 1 meeting table & 4 chairs, 1 showcase	USD 3,000

※ VAT Excluded

FEE (per booth)



Space Only



Standard shell type



Standard wooden type



Premium Booth (wooden type)

※ Above designs are subject to change depending on the situation.

※ Optional service (additional electricity, telephone, internet, water-drainage) is provided only when requested.