



Daejeon International Food & Wine Festival 2013

{ Oct. 3(Thu)-Oct. 6(Sun), 2013 }

Daejeon Convention Center, Daejeon Trade Exhibition Center, EXPO Hanbit Square

Business Opportunity for Global Wine

Attractive Venue for Wine PR

Sharing Wine Market Trends



<http://www.djfoodwine.com>

- Host Daejeon International Food & Wine Festival Committee
- Management Daejeon International Marketing Enterprise, Korea International Sommelier Association
- Sponsorship Daejeon Metropolitan City, Rural Development Administration, Korea Tourism Organization



DIFWF is the biggest national wine industry exhibition and has a vision to develop to the biggest Asian wine event. DIFWF started in 2011, pursues the harmony of exhibition and festival by having food that is related to the wine industry and to Korean traditional wine. This exciting and creative wine business exhibition has been proved to be synergistic and has received favorable comments from experts.

●● Business Opportunity for Global Wine ●●

DIFWF is a wine business platform in a festive atmosphere, with global wine buyers, importers, sommeliers, and wine lovers. the "business to business(B2B)" program is operating during the event and is being planned as a Year-round online B2B program.

●● Attractive Venue for Wine PR ●●

It is becoming an international wine promotion venue together with the exhibition and tasting of winner wines from the global wine competitions, "Berlin Wine Trophy" and the first Korean wine contest, "Daejeon Wine Trophy". In 2012, 350,000 people, including buyers, importers, sommeliers, wine lovers and tourists visited and contributed to the more than 10% increase in wine imported into Korea in 2012.

●● Sharing Wine Market Trends ●●

It is a big event where wineries from Europe, America, Oceania, and South Africa, Asian buyers, retailers, sommeliers, and wine lovers gather and share global wine industry information for the understanding of industry trends and development through diverse meetings and classes.

International Food & Wine Exhibition

Overview

- **Oct. 3(Thu) - Oct. 6(Sun), 2013 / 4 days**
- Daejeon Trade Exhibition Center, Outdoor Exhibition Pavilion
- 350 booths (Overseas wine, domestic wine, traditional Korean wine, food, and others)

Contents

Classification	Contents
World Wine	<ul style="list-style-type: none"> • Korean and foreign wine, traditional wine and Sake, etc. - Institutions, organizations, wineries (producers), and distributors, etc. • Operation of B2B program
World Food	<ul style="list-style-type: none"> • Exhibition and demonstration and tasting trial of matching wine and food - Institutions, organizations, universities, academy and culture centers (department stores and super stores), etc. - Processed food, meat, agricultural and marine products, and dairy related companies, etc. - Franchises, restaurants, and local products, etc.
Special Exhibitions	<ul style="list-style-type: none"> • Berlin Wine Trophy Hall, Daejeon Wine Trophy Hall, Luxury Wine & Art Hall
Wine "Friends"	<ul style="list-style-type: none"> • Goods for wine, wine media, coffee, bakery, chocolate, etc.

Participant Support System

• Wine(Traditional wine), etc.

Classification		supporting details
International participant	Institution Association	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2), free tour (post tour) Supporting airfare of 1 representative (equivalent to chairman of association) <ul style="list-style-type: none"> - Based on capital airports and issuing of Korean Air, economy class Supporting accommodation of 1 room (5 nights stay) ※ Breakfast not included Customs clearance assistance Welcoming dinner, Gala dinner ticket Assisting Seminars <ul style="list-style-type: none"> - 50~200 seats, wire(less) microphone, projectors, mineral water, recruiting participants and PR
	Winery	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2), free tour (post tour) Supporting accommodation of 1 room (5 nights stay) ※ Breakfast not included Customs clearance assistance Welcoming dinner, Gala dinner ticket Assisting Seminars <ul style="list-style-type: none"> - 50~200 seats, wire(less) microphone, projectors, mineral water, recruiting participants and PR
Local participant and others	Non-profit institution & organization	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type, 8 stand-alone type) Supporting accommodation of 1 room (4 nights stay) ※ Breakfast not included Welcoming dinner, Gala dinner ticket
	Importer Distributor	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type, 8 stand-alone type) Supporting accommodation of 1 room (4 nights stay) or 2 staffs ※ Breakfast not included
	Winery	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type, 8 stand-alone type) Supporting accommodation of 1 room (4 nights stay) ※ Breakfast not included
	Experience booth	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type) ※ Under discussion

• Food

Classification	support
Non-profit institution & organization	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type, 8 stand-alone type) Supporting accommodation of 1 room (4 nights stay) ※ Breakfast not included Welcoming dinner, Gala dinner ticket
General corporation	<ul style="list-style-type: none"> No charge for basic booth (not exceeding 2 assembly type) ※ Under discussion

※ Details are subject to change regarding circumstances

Basic Booth (No charge)

• Wine (Traditional wine), etc.

	Details		Quantity
Assembly type booth	Booth	W3×D3×H2.5m	Not exceeding 2
	Company name signboard		1/booth
	Table	W1×D0.5×H0.75m	2/booth
	Consultation table	Ø77cm	1/booth
	Chair	foldable	4/booth
	Basic lighting		1/booth
	Power	single phase 220V/60Hz	1kW/booth
Stand-alone type booth	Installation space	W3×D3m	Not exceeding 8

• Food

	Details		Quantity
Assembly type booth	Booth	W3×D3×H2.5m	Not exceeding 2
	Company name signboard		1/booth
	Table	W1×D0.5×H1m	2/booth
	Chair	foldable	2/booth
	Basic lighting		1/booth
	Power	single phase 220V/60Hz	1kW/booth
	Installation space	W3×D3m	Not exceeding 8

• Booth (3x3m) Image



• Information on stand-alone Booth Installation

- The height of equipment structure must not exceed 5m from the base of exhibition site.
- When installing equipment, participants of stand-alone type booths must install after sponsor approves the design drawing submitted.
- Power must be requested in case of installing lighting.

Charge (Application of additional booth and equipments)

• Additional Booth and equipment rental fee

Classification		Unit Price
Booth	Assembly type booth	₩300,000 (USD 300)/3*3m
	Stand-alone type booth	₩200,000 (USD 200)/3*3m
Power	Single phase 220V/60Hz	₩40,000 (USD 40)/kW
	Three phase 220V/60Hz	₩40,000 (USD 40)/kW
	Three phase 380V/60Hz	₩40,000 (USD 40)/kW
	Single phase 220V/60Hz	(24hr) ₩60,000 (USD 60)/KW
Water supply-drainage		₩180,000 (USD 180)/unit
Compressed air		₩180,000 (USD 180)/unit
Internet exclusive line (LAN)		₩100,000 (USD 100)/PORT

※ 1. All prices include installation and rental fee / not including VAT 10%

※ 2. Includes all the support items of exhibition promotion, in the case of assembly type booth.

Application method for Participant

• Application Procedure

Feb-Aug, 2013	Mandatory	Participation enrolment (Web site)	Filling in application form for participation
Feb-Aug, 2013	Mandatory	Participation application (Fax.)	Application Form copy of business license
Feb-Aug, 2013	Mandatory	e-Mail or Fax.	Invoice
When receiving invoice	Additional equipment applicant	Payment of deposit (50%)	Paying into the bank account
By the end of Aug, 2013	Additional equipment applicant	Payment of reminder (50%)	Paying into the bank account

• Application Period: **Feb - Aug, 30th (Fri), 2013**

• Participant enrolment: www.djfoodwine.com (to be announced later)

• Participant application: Daejeon International Food & Wine Festival Executive Office,
Daejeon International Marketing Enterprise
- Bank account for additional equipment rental fee payment
(receiving party to be announced later)



Daejeon International Food & Wine Festival 2013

Overview

- **Oct. 3**(Thu) - **Oct. 6**(Sun), 2013 / **4** days
- Daejeon Trade Exhibition Center, EXPO Hanbit Square
- Hosted by Daejeon International Food & Wine Festival Committee
- Managed by Daejeon International Marketing Enterprise, Korea International Sommelier Association
- Supported by Daejeon Metropolitan City, Rural Development Administration, Korea Tourism Organization and others
- 350 booths, Expected 400,000 Visitors

Programs

Classification	Details
Official Ceremonies	Tape-cutting, Welcome dinner, Congratulatory performance, Gala dinner
Exhibition Related events	International food & wine (korean traditional wine) exhibition Free tasting B2B program Winner wine of Berlin Wine Trophy, Daejeon Wine Trophy exhibition Premium wine & Art exhibition
Performance	Concert (jazz, classic, and traditional music that go well with the season and wine)
Competition Conference	Wine & Traditional wine Sommelier Competitions Wine & Traditional wine & Food International conference
Special events	Banquet above the bridge, Hanbit tower premium wine bar, Food court, Grand sale, Wine spa, Tour program and others

Additional Information

- Support and promotion by national/international enterprises, governmental organizations, groups
- May, 2011 Daejeon Sommelier Festival and Korean National Representative Sommelier Competition
- May, 2012 The 2nd Asia/Oceania Sommelier Competition
- May, 2012 Hosted General meeting of The Association de la Sommellerie Internationale (ASI)
- Oct, 2012 Hosted Daejeon International Food & Wine Festival 2012
- Jun, 2013 Hosted Daejeon Wine Trophy (Joint with Berlin Wine Trophy) (settled)
- Certification by International Organisation of Vine and Wine (OIV)
- 2016 World sommelier competition (planning in progress)





Daejeon International
Food & Wine
Festival 2013

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