



Guest Country Proposal

April 28 – May 1 2027 | Coex Hall A & B, Seoul, South Korea

Show Overview



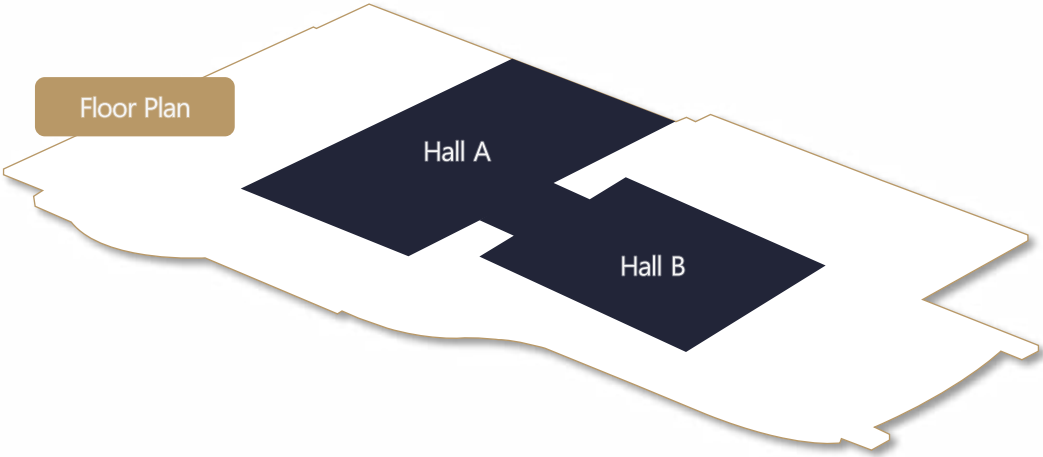
One and Only B2B Coffee & Beverage Trade Show in Korea

Coffee Expo Seoul, co-organized by Coex and Korea Coffee Association(KCA), is the largest coffee & Beverage Industry exhibition held in the first half of the year in Korea. It brings together the best in the coffee and related products from around the globe while providing a business platform to all the major coffee players in the coffee industry.

Title	Coffee Expo Seoul 2027
Date	April 28 (Wed) – May 1 (Sat), 2027
Venue	Coex Hall A & B Seoul, South Korea
Organizer	Coex, Korea Coffee Association(KCA)
Expected Scale	250 Exhibitors, 800 Booths, 50,000 Visitors
Exhibit Items	Machine & Equipment, Coffee & Tea, Dessert & Bakery, Syrups & Flavorings, Accessories & Tools, Packaging Equipment & Materials, Franchise & Shop Supplies, Retail IT Solutions, Eco-Friendly Solutions
Concurrent Events	Coffee Talk Concert, Cupping Connect Seminar Roasters Club, Tea House Club, Global Business Bridge, Coffee & Culture
Co-located Show	Korea International Bakery Fair



Exhibit Items



Hall A

- Coffee & Tea
- Machine & Equipment
- Accessories & Tools
- Packaging Equipment & Materials
- Franchise & Shop Supplies
- Retail IT Solutions & Eco-Friendly Solutions

Hall B

- Coffee & Tea
- Dessert & Bakery
- Syrups & Flavorings

Coffee & Tea	Coffee Beans, Coffee Capsules, Finished Coffee Products, Tea Bags, Tea Leaves
Dessert & Bakery	Frozen Dough and Partially Baked Bread, Premixes, Additives, Fillings, Toppings
Syrups & Flavorings	Flavored Syrups, Alternatives, Drink Mixes
Machine & Equipment	Espresso Machines, Coffee Brewing Equipment, Roasting Equipment, Blenders, Ice Cream Machines, Ice Making Machines, Ovens
Accessories & Tools	Grinder, Coffee Filters, Brewing Gear, Bakery Utensils & Tools
Packaging Equipment & Materials	Coffee Bags & Pouches, Disposable Cups, Bakery Boxes
Franchise & Shop Supplies	Bar/Kitchen/Service Counters, Cutlery, Kitchen Accessories
Retail IT Solutions	POS System, Order Management System Digital Signage
Eco-Friendly Solutions	Reusable Cups, Recyclable Cups, Bio-Degradable Utensils

Guest Country

The best opportunity to promote your country's Own Beverage Culture



As one of the leading coffee trade show in Korea, **Coffee Expo Seoul** is striving to globalize the exhibition by not only increasing the participation from overseas countries, but also establishing a stronger partnership with beverage exporters and related associations. Since 2014, **Coffee Expo Seoul** has welcomed Vietnam, Honduras, Rwanda, the Philippines, Guatemala, Costa Rica, Indonesia, Brazil, Colombia, and Ethiopia as 'Guest Country', and through these visitors were able to discover more about the origins of [each country's unique beverage culture](#) and understand the distinctive heritage behind each nation. **Coffee Expo Seoul** aims to bring together the entire coffee and related industry at Coex, the center of Seoul, and serve as the perfect platform for local and overseas exhibitors/buyers seeking to explore the Korean market.



Photo | Previous Guest Countries (Vietnam 2026, Honduras 2025)

Coffee Expo Seoul 2026 Overview

From specialty coffee to the world's finest teas, Coffee Expo Seoul is where diverse beverage cultures meet.

257 Companies With **729 Booths** from **6 Countries**,
74,252 visitors from **85 Countries**

ROASTERS CLUB



Showcasing leading specialty coffee roasteries in Korea

GLOBAL COFFEE STREET



Featuring renowned coffee roasters around the world

TEAHOUSE CLUB



A relaxing spot where harmonious blends of tea, flowers, and fruit can be enjoyed



Why Participate?

01

Promote

Your Country & Culture
Your Beverages, Products and Brands
Your Coffee Consuming Culture

02

Encourage

Entering the Korean market
Expanding business beyond Asian market

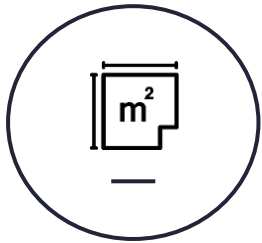
03

Support

Coffee & Beverage related businesses
Coffee & Beverage related associations

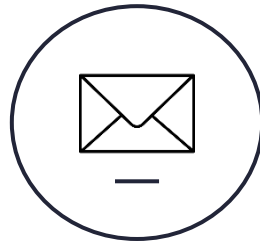


Guest Country Benefit



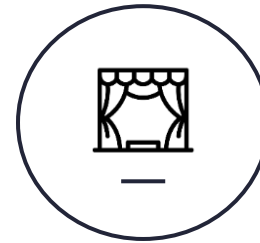
Exhibition Raw Space

- The exhibition area of 90 sqm (10 booths scale)
- Booth construction and utility fees must be entirely financed by the embassy and/or the organization



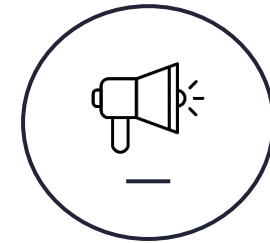
Complimentary Accommodation

- Complimentary accommodation for the representative [4 nights, Coex designated hotel]



Promotional Space

- One-time slot in the Marketing Stage
- A multipurpose space for promotion and/or holding a press conference
- For instance, It can be used to run a seminar and/or coffee pairing events



Concentrated Promotion

- One dedicated posting uploaded on Social media channels
- A page of advertisements on Coffee Expo Seoul official websites (Korean & English)
- Hanging banners inside the hall

Roles & Responsibilities

Guest Country

- Submit an application form & proposal
- Submit marketing content and files including images, logo, and photos
- Recruit companies to participate in the Guest Country Pavilion
- Hire a contractor for booth construction and complete payment of utilities
- Plan marketing stage session content and manage the sessions on-site
- Invite VIP and guests to the opening ceremony
- Prepare opening ceremony & photo session

Coffee Expo Secretariat

- Review all proposals and select the Guest Country of 2027
- Provide exhibition floor plan marking the Guest Country Pavilion
- Issue invoice for the applied utilities and furniture rental
- Arrange business meetings with local buyers
- Execute online and offline promotion of the Guest Country and its program
- Liaise with Coex PR Team for the photo session at the opening ceremony

Participation Procedures

No.	Participation Steps	Deadline
1	Submit application form and proposal	October 30, 2026
2	Proposals reviewed by the secretariat	November 3-14, 2026
3	Guest Country 2027 announced	November 17, 2026
4	Kick-off meeting	January 2027
5	Invite & confirm participating companies (If required, complete visa approval process)	January 2027
6	Submit marketing materials (logo and image files)	January 2027
7	Submit booth design layout for confirmation	January 2027
8	Finalize details of the marketing session and the opening ceremony	January 2027
9	Submit a final list of companies participating in the Guest Country, banner design, and page advert	January 2027
10	Submit utility form & furniture rental application forms	February 2027
11	Complete any remaining balance for applied utilities and other services	March 2027
12	Booth set up	April 26 - 27, 2027

Note | In the case where companies need an official invitation letter for visa application, all necessary documents should be submitted to the secretariat and Coex will provide invitation letters and Coex business certificate.

Reference of Post Show: Vietnam (2026)

Hosted by : Embassy of Vietnam in Korea, Viet Nam Coffee – Cocoa Association (VICOFA)

1. Booth Construction



2. Opening Ceremony



Major Participants

Mr. Nguyen Nam Hai (Chairman of VICOFA)
H.E. Vu Ho (Ambassador of Vietnam to Korea)

Contents

Ribbon-Cutting Ceremony · Press Photo Session · VIP Networking

Reference of Post Show: Vietnam (2026)

3. Barista Cupping Session



4. Media Coverage



Reference of Post Show: Honduras (2025)

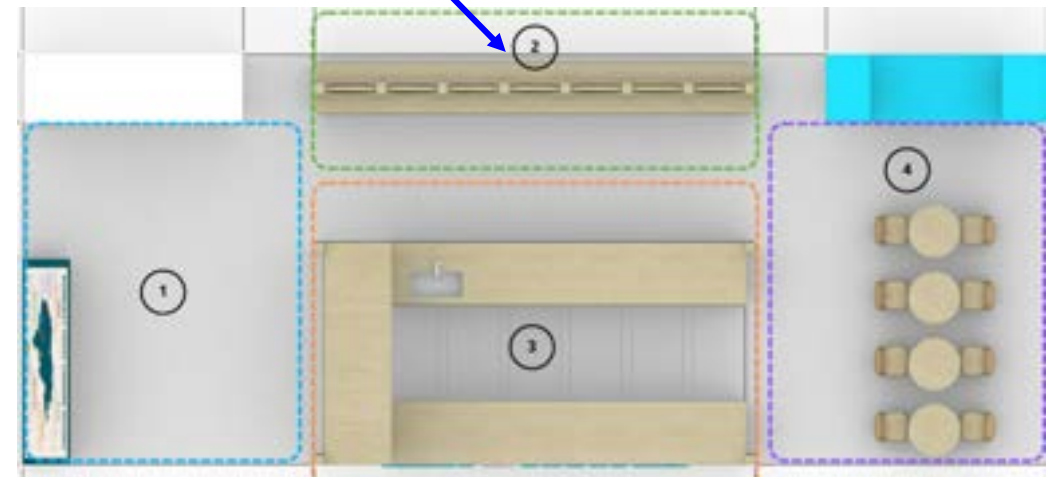
Hosted by : Embassy of Honduras, Honduras Ministry of Foreign Affairs and International Cooperation, IHCAFE(Instituto Hondureño del Cafe)

1. Booth Construction



2. Booth Composition

Poster Introducing the Leading Farm of Honduras



- ① 'About Honduras'
- LED Screen Showing Feature Film
 - Coffee Regions Infography
 - Map of Honduras and Tourism

- ② 'Coffee Producers of Honduras'
- Information Display
 - Coffee Bean Samples for Sensory Experience

- ③ 'Tasting Bar'
- Accessible from Two Sides for Tasting
 - Barista's Professionally Brewed Honduras Coffee Hours
 - Mixologist's Specialty Coffee Cocktail Hours

- ④ 'Sales Zone'
- Buyers and Producers' Exchange Zone



Reference of Post Show: Honduras

3. Pre-Promotion program before the show

- Press day in Honduras



<https://sreci.gob.hn/node/2112>

- Korea Coffee Association Magazine Interview

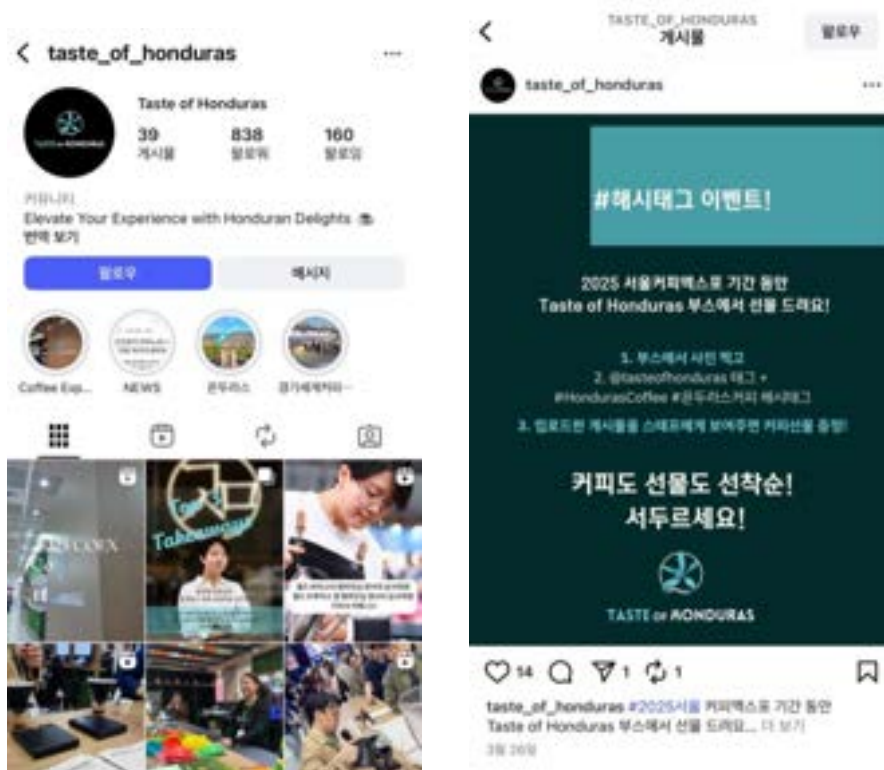


Reference of Post Show: Honduras

4. Online Promotion

- Instagram Promotion with **#hashtag event**

<https://bit.ly/43yusqD>



5. Onsite Event Program

- Media Coverage & Interview



- Korean Barista Cupping Session



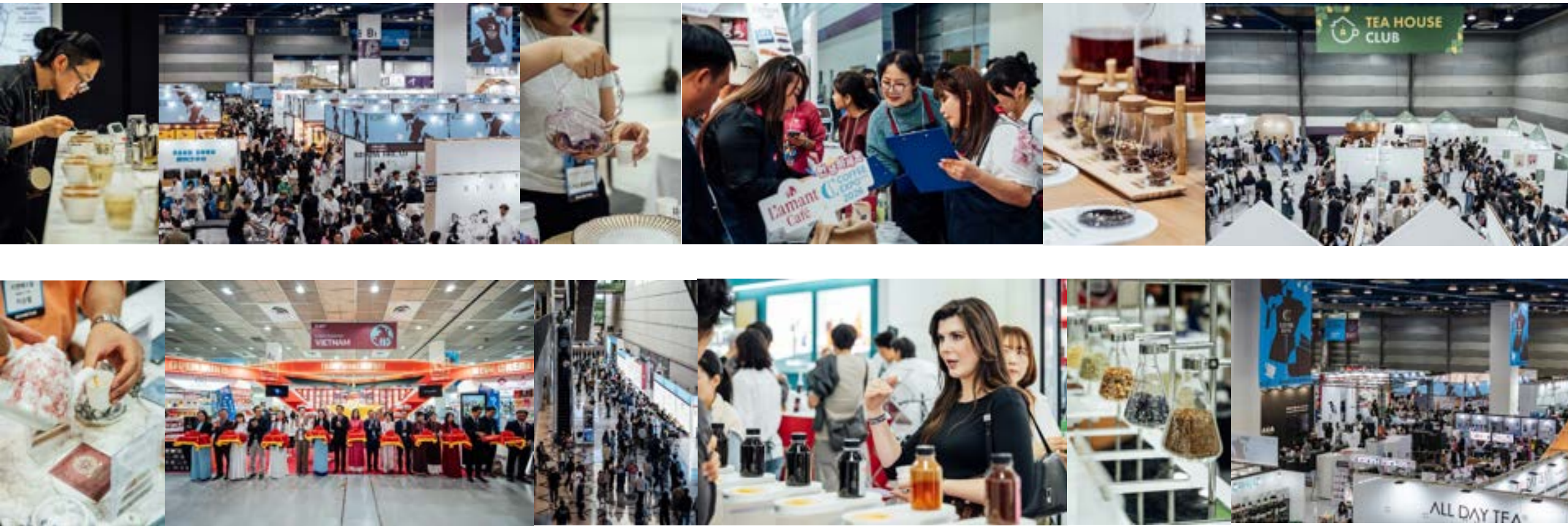
- Coffee Martini Tasting by Mixologist



- Free Gifts for Visitors



2026 Photos



Contact

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