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Member of the **Beviale Family**



# KIBEX 2021

KOREA INTERNATIONAL BEER EXPO

May. 17<sup>th</sup> – 19<sup>th</sup>, 2021 / coex Hall C, Seoul, Korea





# OVERVIEW

Title	KOREA INTERNATIONAL BEER EXPO (KIBEX 2021)
Date	May. 17 <sup>th</sup> (Mon) – 19 <sup>th</sup> (Wed), 2021
Venue	coex Hall C, Seoul, Korea
Host/Organizer	  
Supporter	Ministry of Trade, industry and Energy, Korea Craft Brewers Association, Influencer Business Industry Association
Sponsor	
Media Partner	    
Website	beerexpo.kr
Concurrent Event	Unveiling Stage, New Product Showcase, KIBEX Seminar, 1:1 Business Matchmaking
Co-located Show	 2021 대한민국 숙박산업대전
Exhibit Items	

Brewery	Domestic / Overseas Brewery
Distribution	Importer, distributor, wholesale, retail, bottle shop
Equipment/ Machinery	Brewing equipment, kegging equipment, glass, kitchen, kegrator, home brewing equipment, packaging equipment, boiler, draft beer system, posett, refrigeration equipment, optics, yeast culture, PH, aroma analysis, etc.
Accessory	Glass, can, bottle, growler, opener, coupler, etc.
MD products	Clothing, hats, badges, tap handles, etc.
Franchise	Beer specialty pub, chicken, related F&B franchise, etc.
Raw material	hops, malt, yeast, water
Subsidiary material	Grain, enzyme, fragrance, essence, extract, fruit juice, puree, oil, pulp, subsidiary material, etc.
Food	Cheese, pizza, chicken, burger, seafood, etc.
Other related products	Apple cider, kombucha, mid, etc.
Service/Education	Association, academy, certification, thesis theory, beer sommelier, marketing, big data, service, etc.

Major Buyer Categories	Liquor industry workers, Bar/pub operators, Restaurant/catering industry professionals, Catering industry founders, Importers/exporters, Liquor manufacturers, Wholesale/retail business, Distributors, Related equipment/equipment manufacturers, Institutions/collaborators, Journalists, Beer lovers, General Consumer, etc.
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# WHY KIBEX?

## The one & only beer exhibition in Korea, 'KIBEX 2021'



### Global event specializing in the beer industry

KIBEX is already on the exhibition tour schedule of the key players in the global beer industry!

As a beer-specialized complex event, international beer competitions and conferences are held as partner events.



### Business platform full of buyers and prospects

With visitor statistics, KIBEX has already proven the visits of many active buyers, industry players, and beer lovers.

In 2021, the Hotel Show which enables us to meet hotel and restaurant buyers is co-located.



### Efficient On+Offline hybrid platform

Efficient business solution that maximizes online and offline sales marketing effects at a single cost!

Along with offline exhibitions, online exhibitions and overseas buyer business match making are held to enable hybrid promotion and marketing activities.



### Optimized contents to vitalize the beer industry

Enhance the Smart-order system, Organize Special pavilions in line with trends, for non-imported products, etc.

KIBEX 2021, composed of contents that are optimal for the beer industry, contemplated for vitalization of the beer industry!



### Business Match making Assistance

Support effective sales and marketing activities of participating companies by arranging B2B meetings between active buyers and participating companies who are scheduled to visit the exhibition.

## KIBEX in the World

### Member of Beviale Family

Since 2019, KIBEX(Korea International Beer Expo) has signed a marketing agreement with Braubeviale, Germany, the world's largest beer and beverage exhibition, forming a network with major global beer exhibitions as a 'Member of Beviale Family'.



Looking for an overseas exhibition for export? KIBEX Secretariat can help you!



## PROGRAMS



### UNVEILING STAGE & NEW PRODUCT SHOWCASE

Planning to launch a new product soon, or have you just launched a new product? Make a strong first impression on buyers and customers at the Unveiling Stage, where you can showcase your new products with strong impact!



### KIBEX SEMINAR

Technical, International & Practical!

From technical seminars for brewers to B2C seminars, interactive presentations and lectures on various topics are held during the exhibition.



### KIBEX 1:1 BUSINESS MATCHMAKING

Great opportunity to generate new business leads through 1:1 business meeting with various domestic and foreign buyers!

KIBEX secretariat provides a convenient meeting environment from pre-matching to meeting scheduling.

※ More details and other detailed events will be disclosed on the website and social media.

## Partner Event



### KIBA (Korea International Beer Award)

At the same time as the first held in 2020, an international beer competition with 251 beers in 79 categories from 44 companies participated. An international competition with a 32.2% award rate and reliability comparable to that of major international competitions.

The only International Commercial Beer Competition in Korea, The 2nd Korea International Beer Award (KIBA) will be held. How is your beer evaluated in the Asian beer market? In 2021, KIBA is returning as an even more international event. For more information, please visit [www.kiba.kr](http://www.kiba.kr)!



# PARTICIPATION GUIDELINES

## How to Participate in KIBEX2021

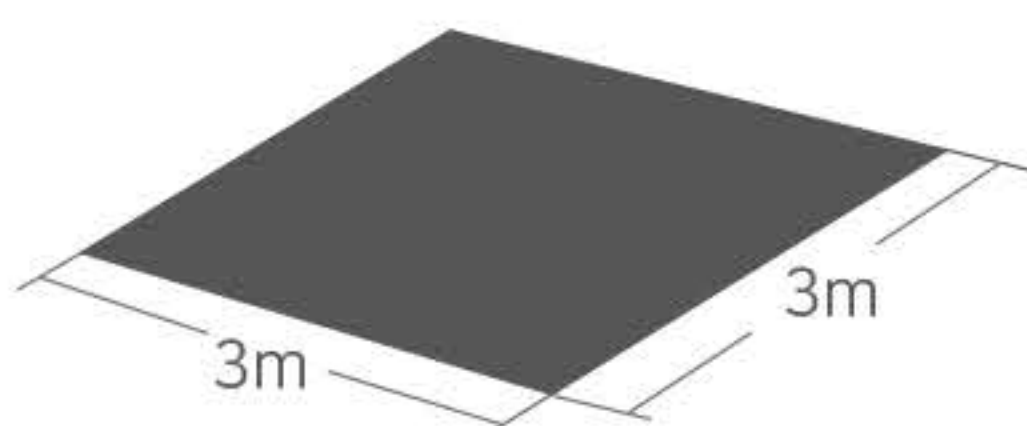
Participation application and contract	Down payment	Balance payment	2021.05.17 <b>KIBEX 2021</b>
Submit application by email / online registration	Within 7 days of application date, make a down payment (50% of total amount)	Make a payment of Balance and additional facilities fee	

※ Booth location assignment: randomly assigned by the organizer in consideration of pavilion, participation scale, order of application, and exhibition items.

## Participation Fee

	Unit Price / 1 booth (9 sqm)	
	Space Only	Shell Scheme
Early-bird Application (~ Mar. 05, 2021)	USD 2,000	USD 2,400
General Application (~ Apr. 16, 2021)	USD 2,200	USD 2,600

Offers



- Only the exhibition area is provided
- Exhibitors directly select equipment companies registered in COEX and build booths directly
- Space + Shell Scheme Booth
- Basic booth, Pytex floor, Fascia Board, Information desk and chair (1 set per company)

※ Please contact the secretariat for participation in seminars and sponsor programs during KIBEX2021.

## Additional Utility Services

Service	Unit Price	Details
Electricity	Daytime USD 70/KW 24hours USD 100/KW	Single-phase 220V and three-Phase 380V (Daytime / 24 hours) * Apply for single-phase 220V for 24 hours for general refrigerators
Telephone	Domestic USD 70 / Unit International USD 200 / Unit	Classified for domestic and international use
Water/Drainage Compressed Air	USD 250 / Unit	Water supply/compressed air for operation of exhibits * Prior confirmation is required with the secretariat
Internet (LAN)	USD 200 / Line	Apply when you need wired internet (LAN)



# POST SHOW REPORT



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Countries



133

Exhibitors

12%



240

Booths

26%



7,362

Attendees

## KEY RESULTS IN KIBEX 2020

“Signed a supply contract worth 1 billion won through meetings on site during the exhibition period”

Exhibitor A  
(Machinery / Equipment)

“number of supply contracts are being discussed at the buyer meeting held at the exhibition.”

Exhibitor B  
(Machinery / Equipment)

“Achieved the largest sales of on-site sales among all beer events since the company was founded”

Exhibitor C  
(Beer)

“All sold out within the stock period prepared by on-site sales”

Exhibitor D  
(Beer)

“Signed supply contracts with more than 30 companies before product launch”

Exhibitor E  
(Beer)



# KIBEX 2021

KIBEX (Korea International Beer Expo) 2021 Secretariat

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