



## FFTC Agricultural Policy Platform (FFTC-AP)

Available online at: <http://ap.ffc.agnet.org/index.php>

### **2013 Korean Food Fair in Chongqing (China)**

Dr. Jeongbin Im

Professor, Seoul National University, Korea

The Ministry of Agriculture, Food and Rural Affairs (MAFRA) and Korea Agro-Fisheries & Food Trade Corporation announced that they would host the “2013 K-Food Fair in Chongqing” from November 8-10 to expand entry into the internal Chinese market through improving consumer recognition of Korean agri-foods. Unlike the previous stereotypical fairs centered on exhibitions and consultations, K-Food Fair is a universal exhibition of a new type that visits promising markets and promotes Korean agrifood and provides consultation and experiential events. This year, the fair was successfully held in Shanghai, China (June); Hanoi, Vietnam (September); and Los Angeles and New York in the U.S. (October).

The theme of this fair is “K-Food = Premium + Healthy” and its slogan is “Both Mothers and Children Love Healthy K-Food”. The marketing strategy is planned to focus on “Health of Children and Family”, a recent trend in China, while promoting the superiority and healthfulness of Korean agrifoods in the market.

The consumer experiential event, which will be held at the Nanping Wanda Square in the center of Chongqing in China, will present a place for experiencing the variety of Korean culture as well as Korean agrifoods, improving the image of our agrifoods among Chinese citizens. In particular, the fair is planning to brighten up the mood of the event by presenting programs encouraging families, children and young people in particular, and attracting the interest of consumers by actively utilizing the local media. The Food Theme Hall will consist of four zones – Popular Foods, Hot Foods, Kids’ Foods and Healthy Foods – and run an experiential food class as well as food tasting events with representative Korean foods such as ginseng products, dairy products and citron tea. Considering the characteristics of Chongqing, the hometown of spicy foods, the fair will also satisfy the tastes of local consumers by introducing Korean hot foods such as topokki, kimchi and other spicy snacks. The Culture Hall will present programs that will simultaneously bring Korean style, taste and entertainment to spectators, including K-Beauty Style for trying makeup of the heroines of Korean dramas, Korean traditional games and Korean food tasting events.

The export conference will be held at Nanping Wanda Square: the promotional hall will be installed for 14 healthy and traditional food companies and more than 20 large buyers in Central and Western China will be invited for food tasting and one-on-one export consultation to create opportunities to expand the market. Participating companies are types

as follows: Health foods (3), Liquor (2), Dairy foods (3), Tea (2), Processed marine products (1), others such as Beverages and snacks (3)

While the fair is being held, another big event, “The inaugural meeting of Korean Agrifoods Import Association in Central and Western China” will be held on November 8 to lay the foundation to enter the internal Chinese market. The association consists of approximately 20 large local buyers in areas including Sichuan, Chengdu and Chongqing, and is anticipated to play a role as a window for Korean agro-food in the internal Chinese regions by providing export information and helping exporters with transactions. The Korean government expects that hosting the K-Food Fair in Chongqing will contribute to expand Korean agro-food exports to the emerging internal Chinese markets.

Date submitted: November 18, 2013

Reviewed, edited and uploaded: November 22, 2013