



[www.veganfesta.com](http://www.veganfesta.com)

The 7th Vegenomics Fair  
**Veganfesta**

**IT'S A  
GOOD  
LIFE!**

Food&Beverage / Fashion&Beauty / Living  
Industrial and Food equipment / Etc.

**2023.3.17.(Fri)~19.(Sun)**

**SETEC**

**Excom**  
Excom International Co., Ltd.

# Overview & Purpose

## Overview

- Title : The 7th Vegonomics Fair Veganfesta
- Date : Mar. 17(Fri.) ~ 21(Sun.), 2023 [3days]
- Venue : SETEC / Seoul, South Korea
- Time : 10:00 ~ 18:00 (Closed at 17:00 on last day)
- Scale : 180 exhibitors, 300 booths, 35,000 visitor
- Host / Supervision : Excom International Co., Ltd. / Vegonomics Fair Vegan Festa Co., Ltd.
- Support(Expected) : Ministry of Food and Drug Safety, Seoul Business Agency, National Geographic Partners LLC
- Media partner(Expected) : Economy Business Newspaper
- Program : Vegan brand & Eco-friendly product exhibition, Business matching, Health seminar & Talkshow, Special exhibition, Events etc

## Purpose

**Vegan professional exhibition**  
providing contents related vegan  
One-stop vegan shopping platform



Food & Beverage,  
Fashion & Beauty,  
Consumer Goods and Etc

**Vegan Business Platform**  
for sales, marketing,  
promotion and etc



Selling Products, Business Meeting,  
Networking and Sharing Information

**Promoting Sustainable and environmentally friendly**  
Vegan, Eco-friendly Industry



Sustainable and environmentally  
friendly Industry, Cooperation  
between corporation and farmers

**Popularizing**  
Vegan Life Style



Trendy additional events

## Exhibits Product

### Vegan Food & Beverage



Plant-Based Food, Alternative Food,  
ingredients, salads, desserts, snacks,  
sauces, Tea, bakery, restaurant, temple food

### Vegan Fashion & Beauty



Vegan clothing (artificial fur, plant fiber)  
Cosmetics (non-animal experiments),  
accessories

### Vegan Consumer Goods



Vegan kitchenware, Bath supplies  
Furniture, interior accessory, bedclothing,  
gardening

### Eco-friendly Technology & Product



Green energy, Eco-friendly packaging  
materials, Upcycling, Biodegradable products,  
Eco-design / program etc

### Vegan Pet Product



Vegan feed, Nutritional supplements,  
a variety of product for pet etc

### Vegan Publishong & Education & Tours



Publisher, Certification Authority,  
APP Service, Education, Tours etc

# Participation Guide

## Registration procedures

01

### Application & Down Payment

- Online or e-mail application for participation.
- ※ 50% of payment required within 7days  
(if you didn't payment automatically cancel.)

02

### Essential Application Form

- Directory, Pass, Signboard Application Form etc
- On official website→participating companies page,  
can be Fill it and modified by Feb. 28(Tue.), 2023

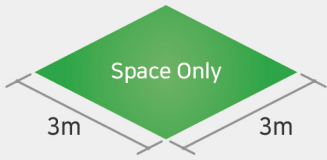

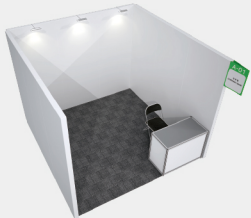
03

### Balance payment

- Balance payment until Feb. 17(Fri.), 2023

## Booth Information

VAT not included

Raw Space (more than 2 booth)	Standard Shell	Premium Shell
		
Exhibition space only ※ Booth owners in raw space must prepare for their own booth design and booth set up. ※ Booth owners in raw space must apply their own electric power to organizing office.	Fascia board, Lighting 1 Electrical outlet (500w) 1 Information desk & chair ※ Contact the Secretariat for additional facilities as Electricity, internet line, land line, water supply, etc	Wooden frame booth, Lighting 1 Electrical outlet (500w) 1 Information desk & chair ※ Contact the Secretariat for additional facilities as Electricity, internet line, land line, water supply, etc
USD 1,300	USD 1,450	USD 1,750

## Discount Program

VAT not included

Program	Discount condition	Discount rate	Note
1st Early-bird Discount	Apply by Nov. 30, 2022	30%	Maximum discount rate 40%
2nd Early-bird Discount	Apply by Dec. 31, 2022	20%	
Previous Participants	Veganfesta Previous 1st Participant	5%	
	Veganfesta Previous Participants more then once	10%	

## Payment Information

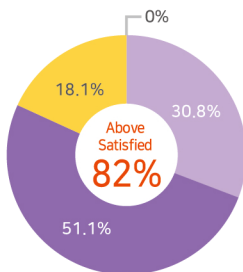
- BANK NAME : Shinhan Bank | BANK ADDRESS : 120, 2-GA TAEPYUNG-RO, CHUNG-GU, SEOUL, SOUTH KOREA  
SWIFT CODE : SHBKRRSE | ACCOUNT NUMBER : 100-034-200170  
ACCOUNT NAME : Vegonomics Fair Vegan Festa Co., Ltd. \*The bank transaction commission will be the sender's charge
- Please send us a copy of business license with an application when you submit.  
And make sure when you deposit, the name of a deposit have to be company name



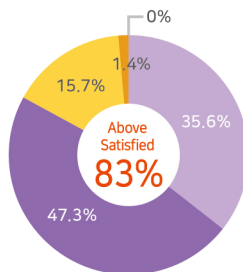
# Post Show Report

Confirmation of Exhibitors' High Satisfaction and Willingness to Re-Participate, Total 100,000 cumulative visitors

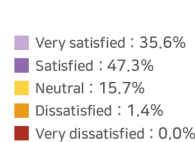
## Exhibitor



<Business satisfaction>



<Total satisfaction>



<Willingness to participate again>

## Visitor



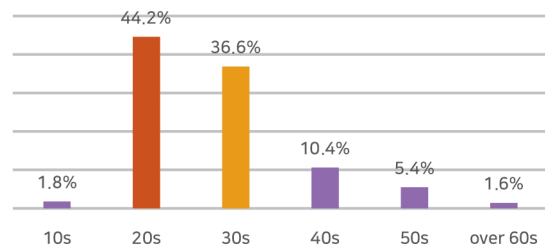
Visitors  
(12,563 people)



Buyer  
(124 companies, 367 people)

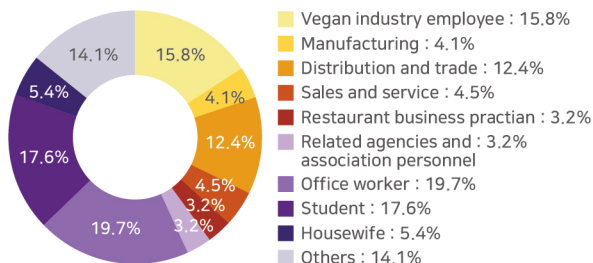
\* Number of visitors have removed duplicate data

<Visitors scale>



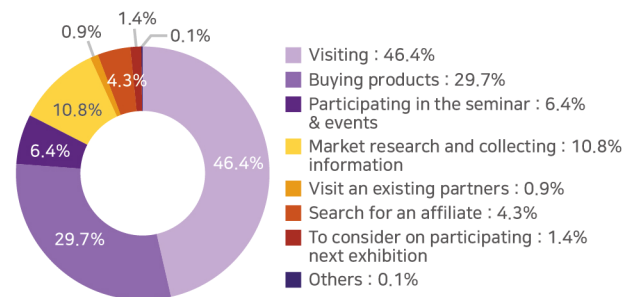
\* The participation rate of the MZ generation is 80% of the total

<Age of visitors>



\* High rates for workers in related industries and distribution buyers

<Field of employment>



\* Vegan market trend research and product purchase focused

<Purpose of visit>



Contact us : The 7th Veganfesta Secretariat Tel 82-2-2223-1851~3 E-mail [info@veganfesta.com](mailto:info@veganfesta.com)

※ Above exhibition contents will be changeable according to the condition of exhibition organizer.