

The 9th  
Vegenomics Fair

www.veganfesta.com



# Seoul Vegan & Greenfesta

# IT'S A GOOD LIFE!

Food & Beverage / Fashion & Beauty & Health Care  
Consumer Goods / Alternative Material &  
Eco-friendly Technology

2024.5.31(Fri)~6.2(Sun)  
SETEC

Organizer



# Overview & Purpose

In the unconditional environmental era 'Vegan' is rapidly emerging as a promising industry worldwide, creating new products and services by converging with all industries. Korea has the most active vegan market in Asia, You can meet major buyers and consumers through Asia's largest exhibition 'Seoul Vegan & Greenfesta'.

## Overview

- Title : The 9th Vegonomics Fair – Seoul Vegan & Greenfesta
- Date / Time : May. 31(Fri.) ~ Jun. 2(Sun.), 2024 / 10:00 ~ 18:00 (Closed at 17:00 on last day)
- Venue : SETEC / Seoul, South Korea
- Scale : 250 exhibitors, 350 booths, 25,000 visitors
- Organizer : Seoul Metropolitan Government, Vegonomics Fair Vegan Festa Co., Ltd.
- Support : Ministry of Food and Drug Safety, Seoul Business Agency, The Vegan Society, Vegan Korea, National Geographic Partners LLC, Organic Culture Center
- Media partner : Economy Business Newspaper, Monthly Vegan, Vegan News, The Kbeauty Science
- 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 Items

### Food & Beverage



Plant-based alternative food,  
Convenience food, Health functional food,  
Care food, Sauces, Beverages, Liquor,  
Tea, Bakery, Dessert, Restaurant

### Fashion & Beauty & Health Care



Alternative materials clothing, Accessories,  
Vegan cosmetics(Cruelty-free), Inner beauty,  
Diet, Health care products and services,  
Yoga, Meditation

### Eco-friendly Consumer Goods



Eco-friendly kitchen/bathroom products,  
Furniture, Recycle/Upcycle products,  
Zero waste, Vegan pet care products,  
Planterior products

### Alternative Material & Eco-friendly Technology



Green bio, Vegetable food materials/  
raw materials/additives,  
Clothing/Cosmetics materials, Smart mobility,  
Eco-friendly packaging materials,  
Biodegradable products, Eco-friendly interior

### FoodTech



Packaging/Logistics solutions utilizing  
high-tech and innovative technologies,  
Automation technology, Smart Farm

### Cooperative Organization & Other Service



Local government, Certification authority,  
Animal welfare, Environmental group,  
IT Service, Publishing,  
Vegan camping / Travel / Tour packages,  
Education Program

\* Only 'Vegan' products can be participated. Must not been tested on animals and without adding or using animal raw materials (meat, fish, shellfish, milk, honey, etc.) at all stages of manufacture.

# Participation Guide

## Registration procedures

01	Application & Down Payment	<ul style="list-style-type: none"> <li>Submission of application for participation after membership registration.</li> <li>※ 50% of payment required within 7days (if you didn't payment automatically cancel.)</li> </ul>
02	Essential Application Form	<ul style="list-style-type: none"> <li>Directory, Pass, Signboard Application Form etc</li> <li>On official website→participating companies page, can be Fill it and modified by Apr. 30(Tue.), 2024</li> </ul>
03	Balance payment	<ul style="list-style-type: none"> <li>Balance payment until Apr. 30(Tue.), 2024</li> </ul>

## Booth Information

Raw Space (more than 2 booth)	Standard Shell (3m x 3m / booth)	Premium Shell (3m x 3m / booth)
		
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 1,800	USD 2,000	USD 2,400

## Discount Program

Program	Discount condition	Discount rate	Note
1st Early-bird Discount	Apply by Jan. 31, 2024	20%	Maximum discount rate 30%
2nd Early-bird Discount	Apply by Mar. 31, 2024	10%	
Previous Participants	Veganfesta Previous 1st Participant	5%	
	Veganfesta Previous Participants more then once	10%	

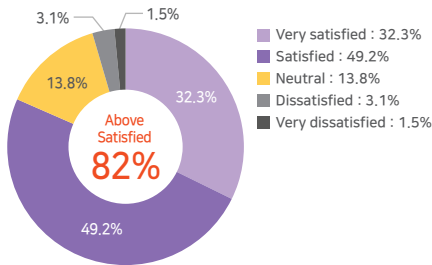
## Payment Information

- BANK NAME : Shinhan Bank | BANK ADDRESS : 120, 2-GA TAEPYUNG-RO, CHUNG-GU, SEOUL, SOUTH KOREA  
SWIFT CODE : SHBKKRSE | 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

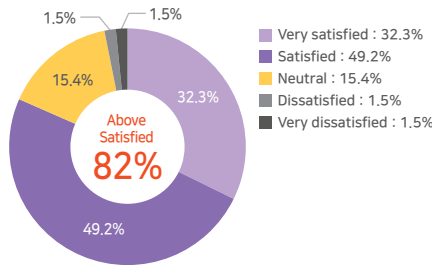
# Post Show Report

Largest exhibition ever held and change of direction for professional business.

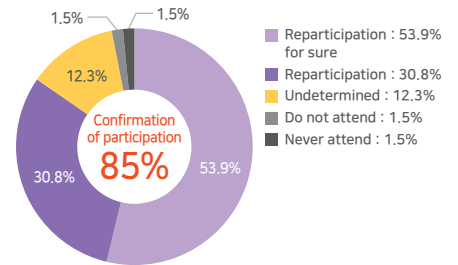
## Exhibitor



<Business satisfaction>

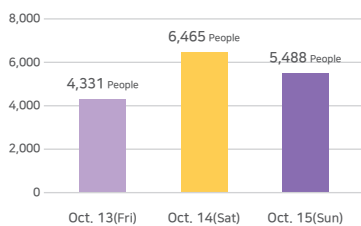


<Total satisfaction>

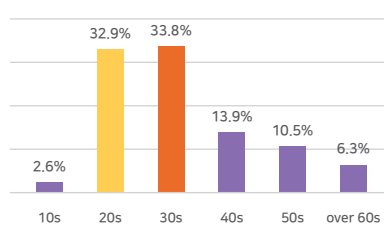


<Willingness to participate again>

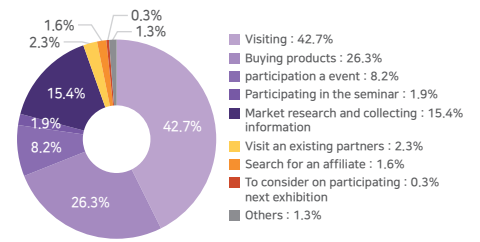
## Visitor



<Visitor size by date>

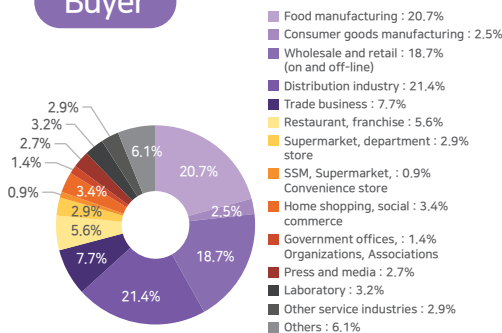


<Age of visitors>

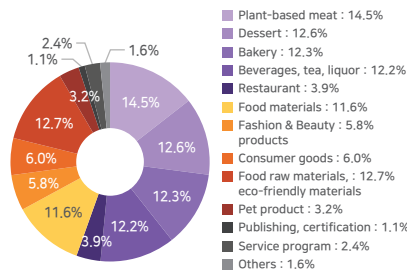


<Purpose of visit>

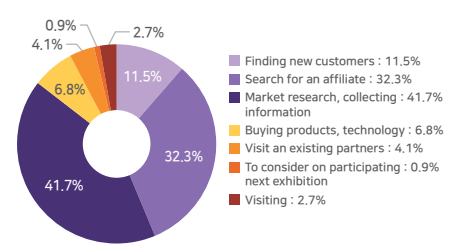
## Buyer



<Field of employment>



<Category of interest>



<Purpose of visit>



Contact us : The 9th Veganfesta Secretariat Tel 82-2-2223-1851~3 E-mail info@veganfesta.com

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