



Ministry of Agriculture,  
Food and Rural Affairs

## PRESS RELEASE

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# South Korea's Largest Food Expo Seoul Food 2026 Opens to Showcase Global Trends

**Sejong, 10 June 2026** — Seoul Food 2026 (officially the 2026 Seoul International Food Industry Exhibition), which showcases the future of global food trends and technologies, has successfully opened, drawing buyers and companies from around the world. The Ministry of Trade, Industry and Resources (MOTIR) and the Korea Trade-Investment Promotion Agency (KOTRA), in collaboration with the Ministry of Agriculture, Food and Rural Affairs (MAFRA), announced that Seoul Food 2026 is being held for four days from 9 to 12 June in Halls 1 and 2 at KINTEX in Ilsan.

Now in its 44th year since its launch in 1983, Seoul Food is South Korea's largest food exhibition and one of Asia's top four food trade fairs, alongside

those in Shanghai, Bangkok and Tokyo. This year's event features a record-breaking scale, with 1,800 food companies from 49 countries participating. The estimated value of export consultations is expected to reach USD 650 million, representing an approximate 160% increase from the previous year.

Alongside the main exhibition, the event features a wide range of programmes. Notably, the 10th Global Food Trend & Tech Conference will be held under the theme "The Era of Food Convergence Driven by AI and Robotics," where industry experts will gather to discuss the future direction of the food sector. Furthermore, at the 10th Seoul Food Awards, accolades will be presented to 20 outstanding companies in rapidly growing sectors such as alternative meat, speciality foods, and food technology. Dedicated promotional booths have been set up to actively support the export of premium K-food products. In addition, the 'LOVE FOOD' donation campaign will be launched to support underprivileged and vulnerable groups in local communities.

In particular, the United States is participating as the Country of Honour in this year's event, marking the 250th anniversary of its independence. The US Pavilion, comprising 82 booths, will showcase a diverse array of products, from meat and trending snacks to nuts and eco-friendly speciality ingredients.

Meanwhile, the MAFRA will host the K-Food Buyer Invitation Export Consultation Meeting to support the diversification of export markets for competitive small and medium-sized food companies. Buyers from ten emerging markets have been invited to explore key Korean products such as kimchi, traditional sauces, and Korean alcoholic beverages. The consultation meeting is expected to generate tangible outcomes by facilitating business agreements, contract signings, and the development of new distribution

channels. The ten emerging markets include Argentina, Chile, Guatemala, Uzbekistan, Laos, India, Qatar, and Türkiye.