



# The 4<sup>th</sup> Seoul International Home Meal Replacement Show 2021

## Result report

May 5<sup>th</sup> (Wed) – May 7<sup>th</sup> (Fri), 2021

COEX A Hall

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# CONTENTS

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## 1. Event Synopsis

01. Results of the event

## 2. Event venue's composition

01. Exhibition layout

02. Additional events : B2B

1) Online buyer conference

2) Offline buyer conference

3) Seminar room B : wheat solution seminar

## 3. Detailed Results

01. List of exhibitors

02. Detailed condition of visitors

03. Results of buyers' conferences

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# 1 Event Synopsis

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## 1. Results of the event

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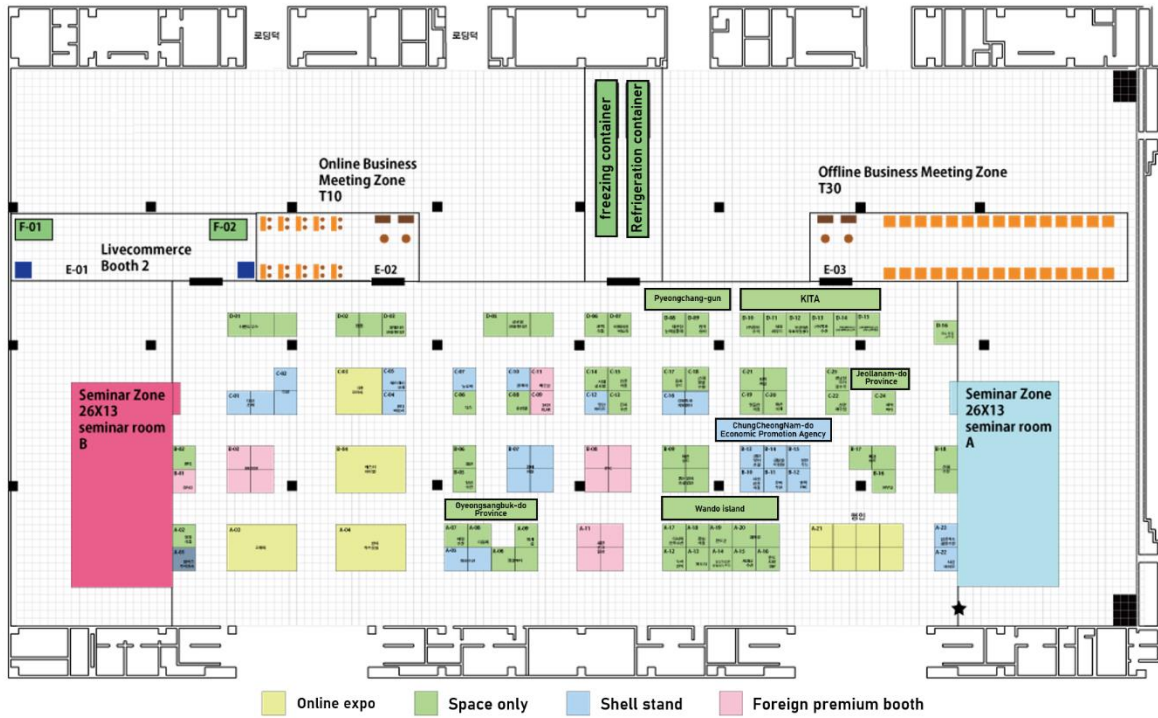
- Title of event : The 4<sup>th</sup> Seoul Int'l Home Meal Replacement Show 2021
- Period of event : May, 5<sup>th</sup> (Wed) – May, 7<sup>th</sup> (Fri), '21 / for 3 days
  - Opening hours : 10:00 – 17:00
- Venue : COEX Hall A, Samseong-dong (10,368m<sup>2</sup>, 1,268 inch)
- Scale : 35 booths, 16 companies, 2 countries  
(35 booths for companies, 60 booths for buyers conference centers, 36 booths for seminar rooms)
- Organizer : B2EXPO CO., Ltd
- Host : B2EXPO CO., Ltd
- Sponsor : Korea Chain stores Association
- displaying items :
  - mega food brand
  - cereal/bread/snacks
  - raw material of agriculture and fisheries
  - eco friendly/healthy food
  - senior/baby food
  - frozen/home meal food
  - meat/seafood processed food
- Number of visitors : 9,707 total

Category	May, 9 <sup>th</sup> (Thu)	May, 10 <sup>th</sup> (Fri)	May, 11 <sup>th</sup> (Sat)	Total
Number of visitors	2,814	3,654	3,239	<b>9,707</b>

## 2 | Event venue's composition

### 1. Exhibition layout

#### ○ Layout of Hall A



## 2 Additional events : B2B

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### 1) Online buyer conference

Organizer : B2EXPO CO., Ltd

Period : 2021. 5. 6. - 5. 7 / 09:00 - 18:00

Venue : Counseling center for online buyers, COEX Hall A

- Online conference through zoom with 11 practitioners from 8 countries related to foreign distribution industry

### 2) Offline buyer conference

Organizer : B2EXPO CO., Ltd

Period : 2021. 5. 6. - 5. 7 / 10:00 - 17:30

Venue : Counseling center for offline buyers, COEX Hall A

- Conference with 34 invited domestic buyers

### 3) The 4<sup>th</sup> wheat solution seminar : to change food culture, HMR trend insight

Organizer : Korea Chain stores Association

Sponsor : B2EXPO CO., Ltd

Period : 2021. 5. 6. / 14:00 - 17:00

Venue : Seminar room, COEX Hall B

<Session 1> Process of developing domestic home meal products and its trends

- Process of developing domestic home meal products  
(for manufacturing plants & restaurants)
- seafood-centric home meal trends & space service trends  
(for F&B industry workers)

<presentation> Research director, Kim wang min of Yoban Co., Ltd.

<Session 2> American grocery markets & products trends

- the change of American grocery stores after pandemic
- implications on the online purchase of American customers
- store display and management, delivery and pick-up service
- the change of the product trends home meal-centric

<presentation> CEO Son dae heung of Grandwise consulting from America

### 3 Detailed results

#### ① List of exhibitors

○ Total scale : 35 booths, 16 companies

( 2 foreign companies from 2 countries )

List of exhibitors of Seoul Int'l HMR Show 2021					
No.	Category	Booth No.	Name of the company	Booth types	Numbers of booth
1	domestic	A-04	Sam-a saxxfoil Co., Ltd	Online expo	6
2	domestic	C-03	I2r Korea Co., Ltd	Online expo	4
3	domestic	C-01	17,000	Free	2
4	domestic	A-01	Delis Inc.	Free	1
5	domestic	C-06	Dics Inc.	Space only	1
6	domestic	C-02	Da Jung Inc.	Free	2
7	domestic	B-04	Seil Inc.	Online expo	6
8	domestic	C-05	SJCORE Inc.	Free	1
9	domestic	D-02	Young Poong Co., Ltd	Space only	2
10	domestic	C-04	Wonderfactory	Free	1
11	domestic	D-03	Allways coporation	Space only	1
12	domestic	A-02	Matdl food	Space only	1
13	domestic	C-07	NeuroPack	Free	1
14	domestic	B-02	Wenntteock	Space only	1
15	foreign	B-03	Le duff korea: BRIDOR	Foreign free	4
16	foreign	B-01	OPAS	Foreign free	1
					35

② Exhibitors' items of acquisition

Exhibitors' items of acquisition of Seoul Int'l HMR Show 2021			
No.	Category	Name of the company	Items of acquisition
1	domestic	Sam-a saxxfoil Co., Ltd	aluminum container
2	domestic	I2r Korea Co., Ltd	aluminum container
3	domestic	17,000	food additives
4	domestic	Delis Inc.	solid meat broth
5	domestic	Dics Inc.	eco friendly ice pack, cooling box, cold-chain
6	domestic	Da Jung Inc.	full mix shake
7	domestic	Seil Inc.	plastic and paper container
8	domestic	SJCORE Inc.	tteockbokki, fried food, fried rice
9	domestic	Young Poong Co., Ltd	cup tteokbokki
10	domestic	Wonderfactory	direct-fired meat, beef entrails
11	domestic	Allways coporation	kkokomix
12	domestic	Matdl food	galbitang, seolleongtang
13	domestic	NeuroPack	Food packing materials
14	domestic	Wenntteock	steamed rice wrapped in a lotus leaf, five-grain glutinous rice
15	foreign	Le duff korea: BRIDOR	bakery filling and macaron
16	foreign	OPAS	processed pork

③ Detailed condition of visitors

Visitors' statistics of Seoul Int'l HMR Show 2021			
Domestic visitors		Domestic & foreign visitors	
5 <sup>th</sup>	2,801	5 <sup>th</sup>	2,814
6 <sup>th</sup>	3,636	6 <sup>th</sup>	3,656
7 <sup>th</sup>	3,226	7 <sup>th</sup>	3,239
3 days total	<b>9,663</b>	3 days total	<b>9,707</b>



#### ④ Online buyers' conference results

- Host/Organizer : B2EXPO CO., Ltd
  - The number of guests : 11 from 11 companies in 8 countries
  - Consultants : 7 domestic/foreign companies
  - Period : 2021. 5. 6. - 5. 7 / 09:00 - 18:00
  - Venue : Counseling center for online buyers, COEX Hall A
  - Numbers of consultation on export contracts : 28 (\$787,100), \$ 324,600 of  
Contract advancements
- Exhibitors in online conference

No.	Name of the company
1	Da Jung Inc.
2	Delis Inc.
3	Young Poong Co., Ltd
4	Allways coporation
5	SJCORE Inc.
6	Eat and Think Pink
7	Wenntteock farming association Co., Ltd

- Online buyers' conference results

No.	Name of the company	Amount (\$)	Contract advancement (\$)
1	BSC K&C SDN BHD (Malesia)	140,800	30,000
2	ESV International Corporation (Philippines)	42,000	15,000
3	FEED EU S.R.O. (Czech)	17,000	15,000
4	International Connection (USA)	30,000	10,000
5	Korea Food Trading Ltd (Canada)	60,000	20,000
6	Maxearn Limited (Hong Kong)	180,300	86,600
7	MS Media Group Corp (USA)	204,000	65,000
8	BRAVE&YOUNG (Canada)	0	0
9	Corebiz co.,ltd (Japan)	0	0
10	Seoul Food Supplies Co.LTD (Hong Kong)	0	0
11	VIVA WORLD PTY LTD (Australia)	0	0
TOTAL		787,100	324,600

- Exhibitors' online conference results

No.	Name of the company	Amount (\$)	Contract advancement (\$)
1	Da Jung Inc.	288,800	99,600
2	Delis Inc.	118,000	91,000
3	Young Poong Co., Ltd	150,800	50,000
4	Allways coporation	152,500	15,000
5	SJCORE Inc.	77,000	69,000
6	Eat and Think Pink	0	0
7	Wenntteock farming association Co., Ltd	0	0
TOTAL		787,100	324,600

## ⑤ Offline buyers' conference results

- Host/Organizer : B2EXPO CO., Ltd
- The number of guests : 34 from 34 companies
- Consultants : 10 domestic companies
- Period : 2021. 5. 6. - 5. 7 / 10:00 - 17:30
- Venue : Counseling center for offline buyers, COEX Hall A
- Numbers of consultation on export contracts : 41 on the 6<sup>th</sup>, 22 on the 7<sup>th</sup>  
(63 total)
- Exhibitors in offline conference

No.	Name of the company
1	Da Jung Inc.
2	Delis Inc.
3	Young Poong Co., Ltd
4	Allways coporation
5	SJCORE Inc.
6	Eat and Think Pink
7	Wenntteock farming association Co., Ltd

- Offline buyers' conference results

No.	Name of the company	Amount (\$)	Contract advancement (\$)
1	BSC K&C SDN BHD (Malesia)	140,800	30,000
2	ESV International Corporation (Philippines)	42,000	15,000
3	FEED EU S.R.O. (Czech)	17,000	15,000
4	International Connection (USA)	30,000	10,000
5	Korea Food Trading Ltd (Canada)	60,000	20,000
6	Maxearn Limited (Hong Kong)	180,300	86,600
7	MS Media Group Corp (USA)	204,000	65,000
8	BRAVE&YOUNG (Canada)	0	0
9	Corebiz co.,ltd (Japan)	0	0
10	Seoul Food Supplies Co.LTD (Hong Kong)	0	0
11	VIVA WORLD PTY LTD (Australia)	0	0
TOTAL		787,100	324,600