



World EXPO 2030
BUSAN, KOREA

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Busan International Seafood & Fisheries EXPO 2023

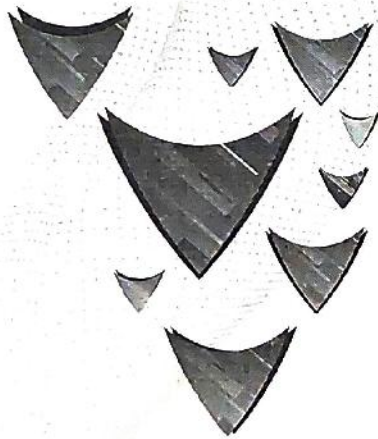
NOV. 1 (WED) ▶ NOV. 3 (FRI) 2023
BEXCO, Busan, South Korea

Host  **BUSAN METROPOLITAN CITY**

Organizers **bexco**  **KFTA KOREA FISHERY TRADE ASSOCIATION**  **National Federation of Fisheries Cooperatives**

Supporters  **Ministry of Oceans and Fisheries**  **Ministry of Trade, Industry and Energy**  **Ministry of Food and Drug Safety**  **KOREA FISHERIES ASSOCIATION**  **Kofa Korea Overseas Fisheries Association**

BISFE 2023

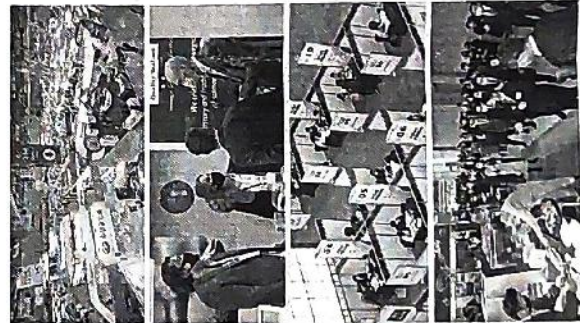


1 Exhibition Overview

Title	Busan International Seafood & Fisheries EXPO 2023 (BISFE 2023)
Dates	Nov. 1(Wed) ▶ Nov. 3(Fri), 2023, 3Days
Venue	Exhibition Center 1, BEXCO (26,598㎡)
Figure	420 exhibitors and 1,000 booths from 25 countries
Host	Busan Metropolitan City
Organizers	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives
Supporters	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, Korea Fisheries Associations, Korea Overseas Fisheries Associations
International Events	Trade Meeting for Overseas Buyers, MD Meeting, Global Business Meeting, Overseas Exhibitor Industrial Tour, Overseas Buyer Industrial Tour, etc.
Symposium	KOFFST International Conference
Seminars & Workshops	The Korean Aquaculture Workshop, Busan Fisheries Policy Forum, Smart-Aquaculture Cluster Seminar, Metropolitan City Fisheries Administration Committee, New Marine Bio Materials Seminar, etc.
Auxiliary Events	Naver Shopping Live Commerce, Youtube Online Live Streaming, Cooking Show, etc.

2 Events

3 Exhibition Items



- **One of the top 3 Seafood & Fisheries Trade Fairs in Asia**
BISFE has been verified by UFI(The Global Association of the Exhibition Industry). It has been recognized for a promising trade show and also has been approved by Ministry of Trade, Industry and Energy for 15 consecutive years from 2008 to 2022. Featuring 420 exhibitors from 25 countries, BISFE is the largest leading seafood & fisheries exhibition in Korea.
- **The Optimal Business Opportunities for Korean and Overseas Seafood & Fisheries Experts**
BISFE offers the practical places to meet with leading companies, powerful buyers, Korean and overseas exhibitors. In this fair, they can experience various business events such as buyer matching program and industrial tour.
- **The Place to Exchange New Products & Technologies with Leaders in the Korean and Global Markets**
This is the venue of internationally exchanging the opinion with leaders in the industries and of introducing different kinds of products and technologies about seafood processing, fishery equipments and marine biology.

Seafood	Fisheries Equipment
Frozen/Refrigerated Products : Tuna, salmon, mackerel, shellfish, live fishes, King crab, etc.	Processing Machines : Sorter, stripper, packer, inspection for foreign materials, quick-freezer, etc.
Soft Products : Fish cake, crab meat, fish meat paste, etc.	Aquaculture Equipment : Smart aquaculture system, oxygen generator, air spreader, micro bubble distributor, underwater drone, air pump, chiller, sterilizing system, thermoregulator, auto feeder, etc.
Salted Products : Smoked salmon, salted mackerel, dried yellow croaker fish, anchovy sauce, salted fermented dishes-pollack roe, squid, etc.	Boat Equipment : LED fish-luring lights, fish-pumps, ether board, heat saving device, underwater camera, fuel filter, etc.
Processed Seaweed : Sea mustard, kelp, purple laver, etc.	Fishing Gear/Net/Booy : Articles for ship, tunaackle, copper alloy fish cage, eco-friendly booy, etc.
Health Food : Seaweed pills/extract, kelp powder, etc.	HACCP Equipment and Facilities : Waterproof flooring, etc.
Others : Sea salt, sushi, natural seasoning, salt-dried herring, sunfish, etc.	Special Pavilion
Fisheries Start-up Investment Support / Marine Biotechnology	Smart fish farming, fishing, ornamental fish, halal seafood, HMR, MSC, institutional food service
Investment Support for Fisheries Start Up, Cosmetics, Phytochemical, Food probiotic, naturally fermented seasoning, new marine bio materials, etc.	

7 BISFE 2022 Report

Title	Busan International Seafood & Fisheries EXPO 2022 [BISFE 2022]
Dates	Nov2(Wed) - Nov5(Sat), 2022, 4Days
Venue	Exhibition Center 1, BEXCO (26,500m ²)
Size	417 exhibitors and 950 booths from 22 countries
Host	Busan Metropolitan City
Organizers	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives
Supporters	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, Korea Fisheries Associations, Korea Overseas Fisheries Associations
Exhibition Events	Seafoods, Fisheries Equipment and Smart Fishery Farming Equipment, Overseas Hall, Fishing Village Specialized Support and Fishing Village Settlement Support Center, Joint Hall for Marine Fisheries Industry Status Investment Support Center, Busan's Fish (Mackerel) and Busan Luxury Fisheries Special Hall
International Trade Event	BISFE International Buyers Business Meeting, BISFE Korean Major Distribution MD Purchase & Import Consultation Meeting, BISFE Export Consultation Meeting
Seminar and Workshop	Metropolitan City Fisheries Administration Committee, Busan Fisheries Policy Forum, The Korean Aquaculture and Technology Workshop 2022, Seafood Growth Forum, Amazon Special Lecture, Talk Concert with MSC, KOFFST International Academic Seminar, Perfect Storm Era and Successful Cases of Family Business
Concurrent Events	Naver Shopping Live Commerce, YouTube Online Live Broadcasting, Overseas Exhibitors' Industrial tour, Promotion(Discout & Gifts) Events, Sample Tasting Events

8 Main Figures of BISFE 2022



4 Booth Information

Type	Shell Scheme	Space Only
Unit Price	USD 2,300 / 9m ²	USD 1,800 / 9m ²
Description	3m(W) x 3m(L) x 2.5m(H) Construction & Furnishing Provision	Exhibition Space Only Minimum Requirement: 2 or more units
Items	Signboard(English), 1kw of electricity, a power outlet, single set of a reception desk and a chair, a meeting table and three chairs, floor carpet	Exhibitors are responsible for building a booth or any other facilities through designated suppliers.
Example		
Panel Size	① 2.93m x 2.36m ② 0.95m x 2.36m ③ 0.95m x 0.65m	

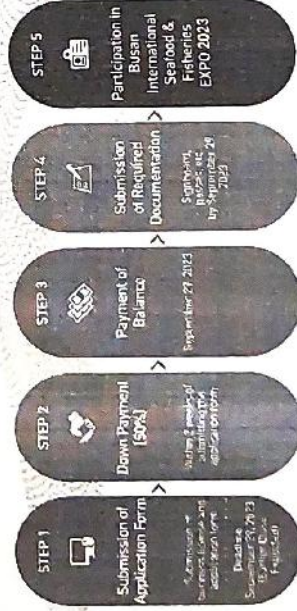
*Booth specification may be subject to change upon installation.

5 Booth Fee Discount

Type	Early Bird Registration Discount	Reparticipation
Due Date	2023. 5. 31 2023. 6. 30 2023. 7. 31 2023. 9. 29	
Discount Rate	20% 15% 10% 10%	10%

| Account Number for Payment | Busan Bank 320-01-000477-1 (Beneficiary: BEXCO) | Swift Code | PUBSKR2PXXX

6 Application Procedure



PRESS RELEASE



- ▶ Busan International Fisheries Expo, 'Fanfare' at BEXCO on the 2nd of next month.
- ▶ Everything in the fisheries industry at a glance... 'International Fisheries Expo' held
- ▶ International Expo to promote excellence in marine products in Busan will be held
- ▶ Busan City to hold 2022 Busan Fisheries Expo for four days from the 2nd of next month.
- ▶ Busan International Fisheries Expo Opens... 330 companies from 22 countries participated.
- ▶ Development of Overseas Market for Domestic Fishery Products at Busan International Fisheries Expo
- ▶ 2022 Busan International Fisheries Trade Expo Successful
- ▶ Busan International Fisheries Expo opens on the 2nd of next month
- ▶ Busan International Fisheries Expo opens on November 2nd... Participation in 22 countries
- ▶ 20th Busan International Fisheries Expo Opens at Haeundae BEXCO



Opening Ceremony



Exhibition Hall



Business Meeting

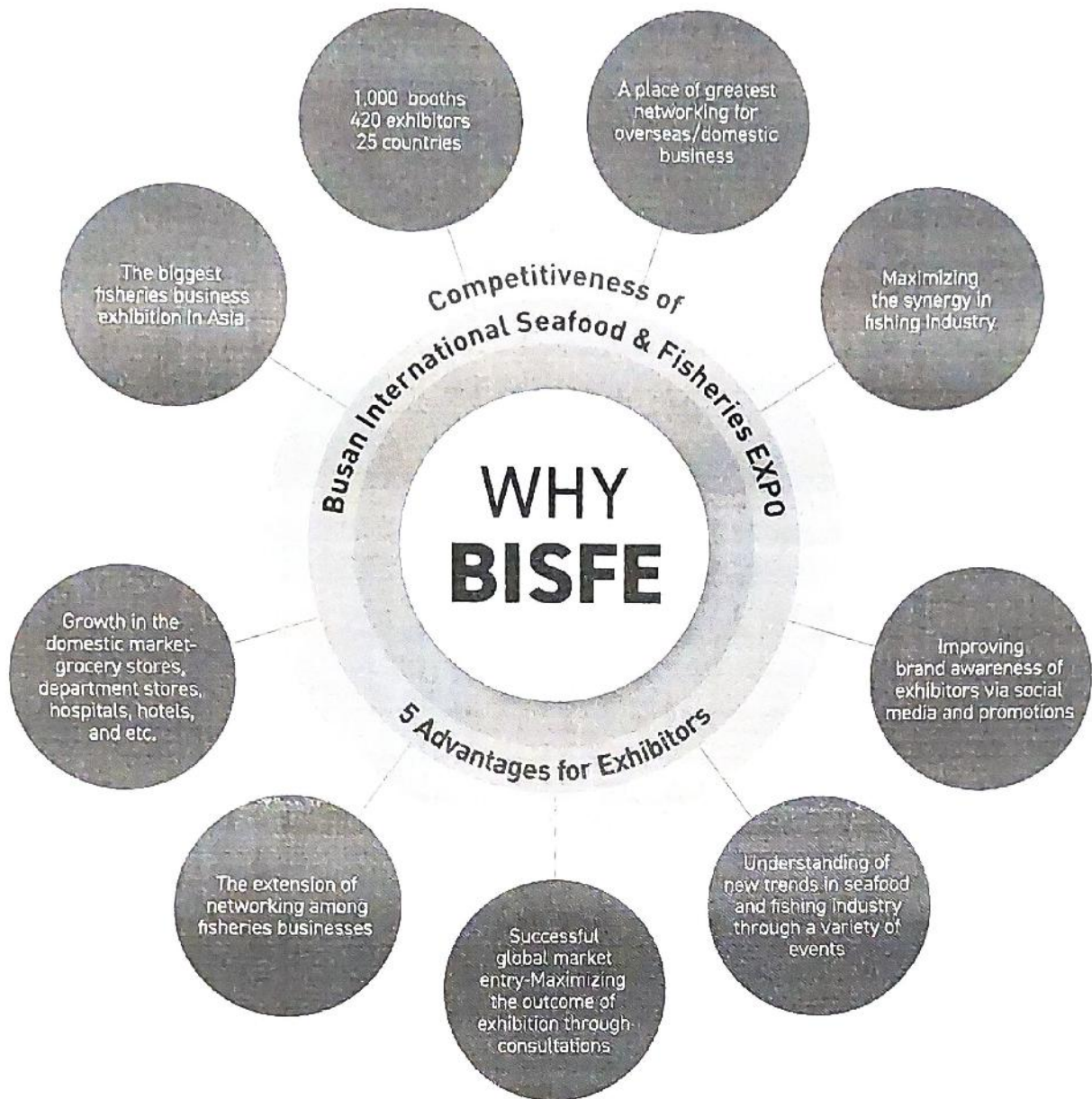
▶ BISFE International Buyers Business Meeting, Korean Major Distribution MD Purchase & Import Consultation Meeting, BISFE Export Consultation Meeting



Auxiliary Events

▶ Naver Shopping Live Commerce, YouTube Online Live Broadcasting





Busan International Seafood & Fisheries EXPO 2023
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 E. bisfe@bexco.co.kr / bisfekorea@gmail.com



Busan International Seafood & Fisheries EXPO 2023

Exhibitor Application

1. Exhibitor Information

Company Name			
Representative			
Address			
Products or Services to be Displayed			
Contact Person		Job Title	
Telephone/Mobile		FAX	
E-mail		Website	

2. Participation Fee (1booth = 3m X 3m)

		Unit Price	Requirements	Subtotal
Raw Space(Space Only)		USD 1,800/booth (9m ²)	() Booths	USD () ▶ Minimum 18m ² are required to apply
Shell Scheme		USD 2,300/booth (9m ²)	() Booths	USD ()
Electricity	Daytime (10:00~17:00)	Single Phase 220V (60Hz)	() KW	USD ()
		Three Phase 220V(60Hz)	() KW	
		Three Phase 380V (60Hz)	() KW	
	24hours	Single Phase 220V (60Hz)	() KW	USD () ▶ Mandatory for freezer/refrigerator users
		Three Phase 220V(60Hz)	() KW	
		Three Phase 380V (60Hz)	() KW	
Telephone(Domestic calls only)		USD 80	() EA	USD ()
Water & Drain		USD 200	() EA	USD ()
Compressed Air		USD 200	() EA	USD ()
LAN Cable		USD 150	() PORT	USD ()
Visitor Reception System		USD 180	() EA	USD ()
TOTAL				USD ()

3. Payment

Deadline	September 30, 2023 (First Come First Served Basis)		
Bank Name	Busan Bank	Account No.	320-01-000477-1
Beneficiary	BEXCO	Swift Code	PUSBKR2PXXX

- Please ensure that your company name is stated on your payment
- Payment Procedure
 - First half payment: 50% of the participation fee when you submit an application form.
 - Second half payment: 50% of the remaining by Sep. 30, 2022.

We hereby apply for participation in BISFE 2022 as stated above, and we fully acknowledge and accept all the terms and conditions on the following page.

2023

Representative: _____

Signature: _____

BEXCO, BISFE SECRETARIAT

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