

Seoul International Sourcing Fair 2016

Post Show Report

Show Profile

Title	Seoul International Sourcing Fair 2016 (SIPREMIUM 2016)
Venue	Hall A Coex, Seoul
Periods	March 02 nd (Wed) – March 05 th (Sat), 2016
Organizer	Coex
Sponsored by	<ul style="list-style-type: none"> - The Ministry of Trade, Industry and Energy, - Small and Medium Business Administration - Korean Institute of Startup & Entrepreneurship Development and the Small and Medium Business Corporation.
Overseas Partners	Giftionery Taipei 2016, Gifts Expo 2016, East China Fair 2016, Singapore Gift Show 2016, MEGA SHOW 2016, Global Trade Promotion 2016
Media Partners	Vidya Inc, Made-in-China, N Magazine, EC Plaza, EC21, Trazy.com, Global Sources Publications (Holdings) Ltd.
Scales	<ul style="list-style-type: none"> - Exhibitor : 419 companies 550 booths (Overseas 26 companies 39 booths from 19 countries including Singapore, Japan, China, Netherlands, India, Vietnam, Taiwan) - Visitor : 17,533 (1,350 international visitors)
Exhibit Items	Gift items, Household goods, Health & Beauty items, Jewelry & accessories, Sales promotional items, 'Design idea' items, Electronics, Home decorations, Office supplies, DIY items, Bath items, Character-branded items
Concurrent Event	<ul style="list-style-type: none"> - 1:1 Biz-Matching (Business Meeting) Program <p>Business Meeting with International Buyers (total 439 meetings) -> Participant: 270 exhibitors 81 overseas buyers (12 countries, 47 companies)</p> <p>Business Meeting with Korea MD Association (total 600 meetings) -> Participant: 382 exhibitors, 61 domestic buyers</p>
Website	www.sipremiumseoul.com

Hall A Layout



Exhibitor Profile

The Exhibitors present products and services from the following sectors:

- Sales Promotion & Gifts
- Stationery & Office Supplies
- Beauty & Cosmetics
- Health Food & Products
- Kitchenware & Home Appliances
- Smart & IT
- Handmade / Crafts
- Fashion Accessories / Jewelry
- Living & Home Interior

Visitor Profile

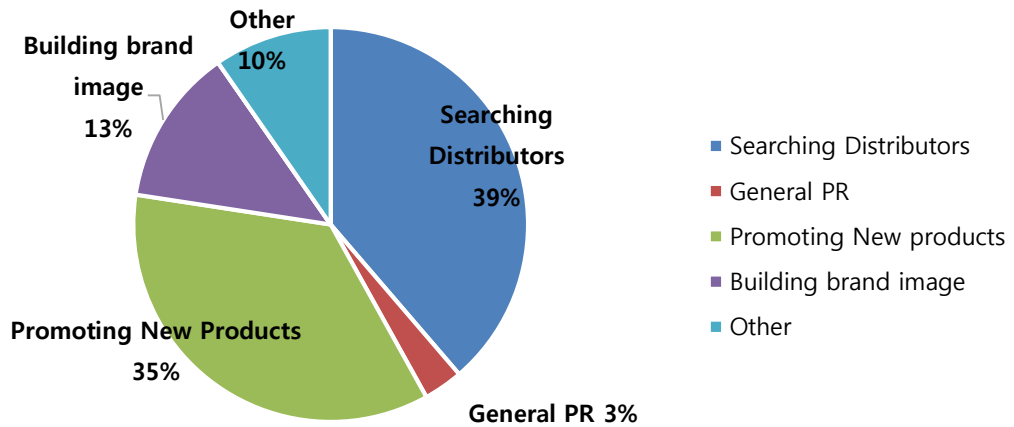
The visitors to this year's show will come from some of the following backgrounds:

- Manufacturer
- Importers
- Exporters
- Wholesalers/Distributors
- Chain Stores
- Associations
- Retailers
- OEM Providers
- Others

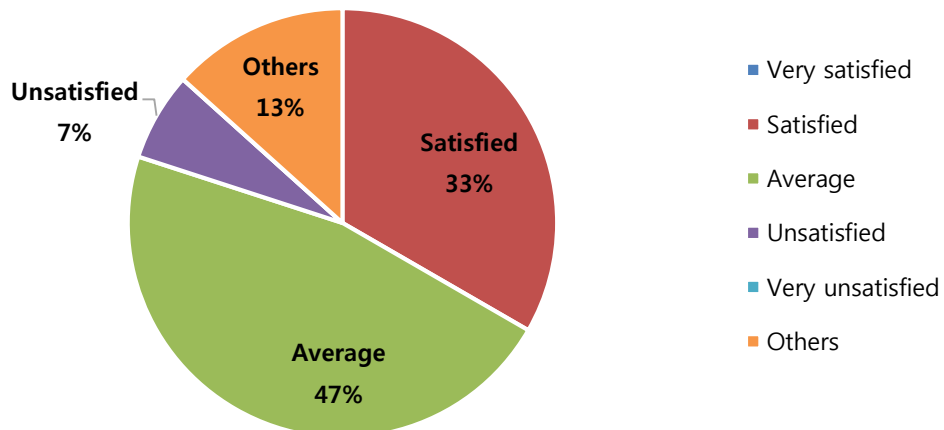
Show Analysis- Exhibitors (Overseas)

- 26 companies 39 booths from 12 countries

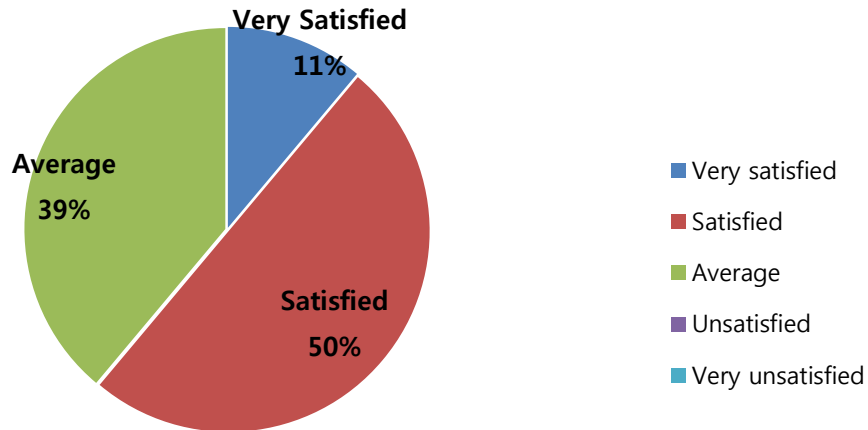
Purpose of Exhibit



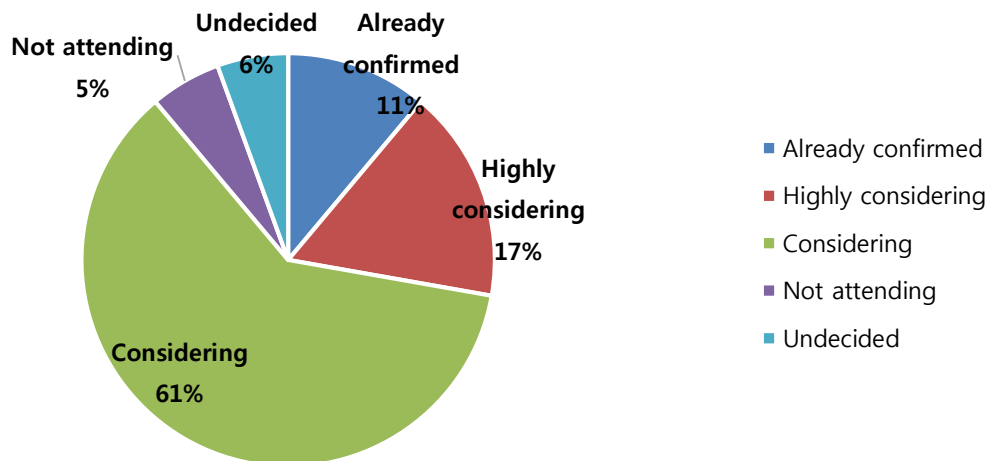
Exhibitor's satisfaction with the business meeting



Exhibitor's satisfaction with overall management



Participation in Seoul International Sourcing Fair 2017 again



■ Survey results

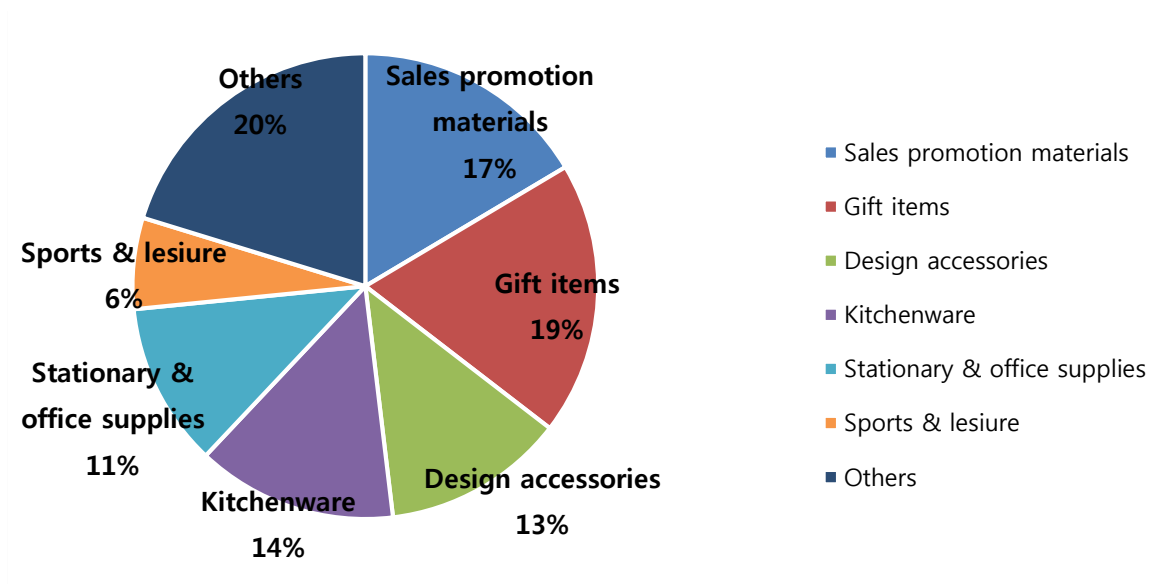
- 80% of exhibitors were **satisfied with business meeting** at Seoul Int'l Sourcing Fair 2016

89% exhibitors are highly considering or planning to return to SIPRMIUM 2017!

Show Analysis- Buyers (Overseas)

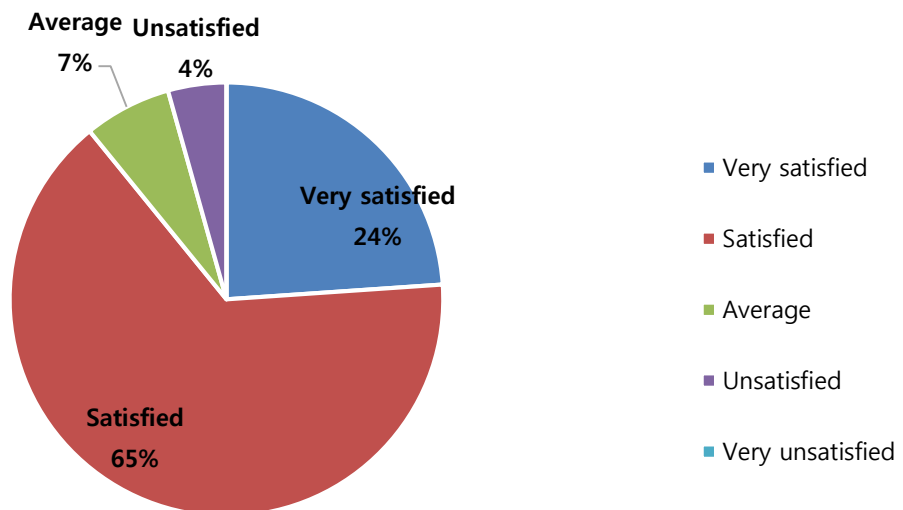
- Buyer Overall Result- 47 companies, 87 hosted overseas buyers, 439 meetings

Items of interest

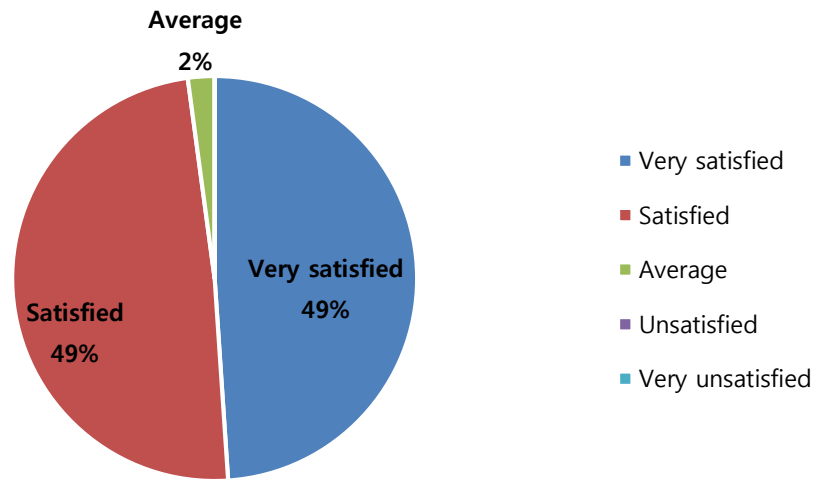


*** Others include: Health & Beauty, Home Interior, Medical instruments, Home appliances, Baby items, Life-style items and car-related products

Buyer's satisfaction with the business meeting



Buyer's satisfaction with overall management



■ Survey results

- **89%** of buyers were **satisfied with business meeting** at Seoul Int'l Sourcing Fair 2016
- **98%** of buyers were **satisfied with overall performance** at Seoul Int'l Sourcing Fair 2016

Overseas Buyer Testimonial

- **Mavis Lin (Business manager / Shang Cai Trading Co., Ltd / China)**

"Very happy to be able to participate in this COEX. I also thank you very much for assisting me. I think this exhibition is a good exchange. We meet a lot of very good partner in this exhibition and for the bilateral cooperation is a good start. Really looking forward to the next COEX. Thanks again!"

- **Winnie Yip (Manager / Shun Hing Eletric Works & Engineering Co. Ltd. / Hong Kong)**

"I would like to thank you for your invitation of the 26th Seoul International Sourcing Fair (SIPREMIUM 2016) which was great and fantastic. All of your staff were nice and very helpful to make everything smoothly. I had a wonderful time at the biz-matching program and made numerous contacts. I met some impressive business partners in the meeting and started to discuss the business this week."

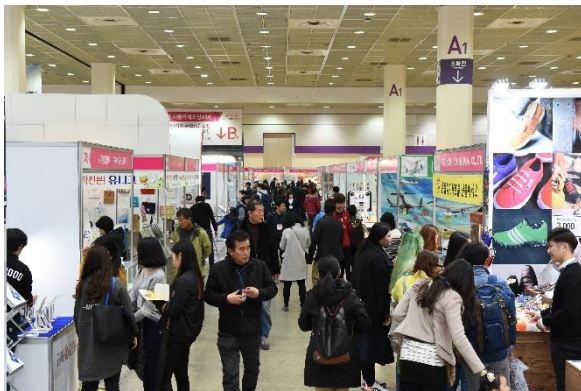
- **Low Chee Wee (Assistant General Manager / John Little Ptd. Ltd. / Singapore)**

"I want to take this opportunity to thank you and your team for the very well organized "SIPREMIUM 2016" at COEX, Seoul. Your team took the time to explain, properly guide and support the participants during the event. This was helpful as it was my first time in Seoul. The Biz Matching program was also very useful. The vendors were all professional and the merchandise selection offered were unique, of good quality and interesting. The Biz Matching program also allowed the vendor and buyer to meet privately and uninterrupted, in the comfortable off-stage meeting areas. This made our meetings very productive. We are very happy to have participated in SIPREMIUM 2016. Well done!"

- **Winnie Tan (Business Development Manager / Ideahouse Corporation Sdn Bhd / Malaysia)**

"We truly appreciated the kind invitation to have us visit the Seoul International Sourcing Fair (SIPREMIUM 2016). The facilities provided for the business matching were great and having an interpreter really helped. We felt really taken care of while we were there from the accommodation, escort, lunch and even the tour. Having our first visit so successful, we would definitely consider coming again for the next shows."

Photo Gallery



For more inquiry

Seoul International Sourcing Fair Secretariat

Contact Person: Ms. Ka Yeon (Amy) Cha

T. 82-2-6000-8126

F. 82-2-6944-8302

E. ky.cha@coex.co.kr

Follow Seoul International Sourcing Fair



https://twitter.com/sipremium_int



<https://www.facebook.com/SipremiumKorea>



https://www.flickr.com/people/sipremium_seoul



SIPREMIUM 2017
Seoul International Sourcing Fair

Seoul International Sourcing Fair 2017/ March 23-26, 2017