



2017 DAEJEON INTERNATIONAL WINE&SPIRITS FAIR

Sept. 01 |Fri| - **Sept. 03** |Sun|

Daejeon Trade Exhibition Center,
Daejeon Hanbit Square

Concurrent Events (Daejeon Convention Center)

- Asia Wine Trophy 2017 (Aug. 27~30)
- Asia Wine Buyers Conference 2017 (Aug. 28~Sept. 03)
- 13th Korea National Best Sommelier Contest (Sept. 01~02)

Daejeon International Wine & Spirits Fair 2017

Through the collaboration with Asia Wine Trophy, the biggest wine competition in Asia, Daejeon International Wine & Spirits Fair has established itself as a representing specialized wine event in Korea that attracts wine professionals and lovers since 2012.

It consists of the Fair itself, the Asia Wine Trophy and the Asia Wine Buyers Conference.

As a unique event having a large impact on Korea's wine industry, Daejeon International Wine & Spirits Fair 2017 will allow you to reach your goal for the participation through the various well-organized business programs.

Overview

- **Date** | Sept. 01(Fri) ~ Sept. 03(Sun), 2017
- **Venue** | Daejeon Trade Exhibition Center, Daejeon, South Korea
- **Host** | Daejeon International Marketing Enterprise
- **Sponsor** | Daejeon Metropolitan City, Korea Tourism Organization
- **Booth participation** | 200 booths
- **Exhibit Categories** | wine, traditional liquor, spirits, wine-related goods, food, and etc.



Booth Participation Guide

Application Process

Submitting application form

By June. 30. 2017

Sending Invoice

Within 1 day after receiving application form

Payment

Within 2 weeks after receiving invoice

Full payment for the exhibition fees

- **How to Apply** | Online : www.djwinefair.com / E-mail : djwinefair@gmail.com
- **Exhibition fees** (Please, refer to the application form for AV equipment)

Type	Area	Price(VAT not included)	
		Standard	Early Bird
Booth space only	3m X 3m	US \$400 / booth	US \$300 / booth
Shell stand	3m X 3m	US \$600 / booth	US \$500 / booth

※ Early Bird Application by April. 30. 2017

※ Shell stand specification : 2 tables, Carpeted floor, 1 signboard, 1kw daytime electricity, spotlights, 1 desk, 4 chairs, 1 ice bucket

※ Bank Transfer

* SWIFT CODE : HNBKRSSE

* BANK NAME : Hana Bank

* Beneficiary AC NO : 622 910007 28404

* Beneficiary Name : Daejeon International Marketing Enterprise

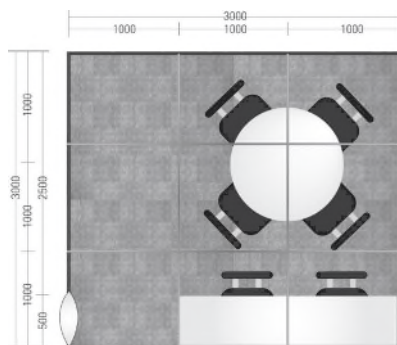
Exhibitor Support and benefits

Category		Support	Remarks
Oversea Exhibitors	Association / Group	Accommodation	1 room 4 nights incl breakfast
		Customs clearance for wine	Clearance and domestic transport
	Winery	Accommodation	1 room 4 nights incl breakfast
		Customs clearance for wine	Clearance and domestic transport
Domestic Exhibitors		Accommodation	1 room 3 nights incl breakfast

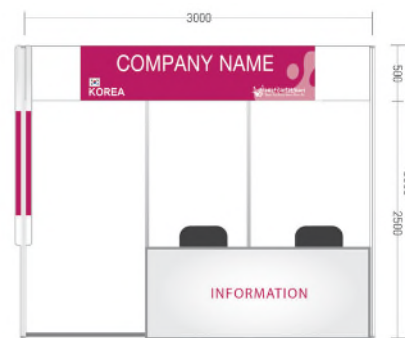


Stand details and Venue

Shell stand image

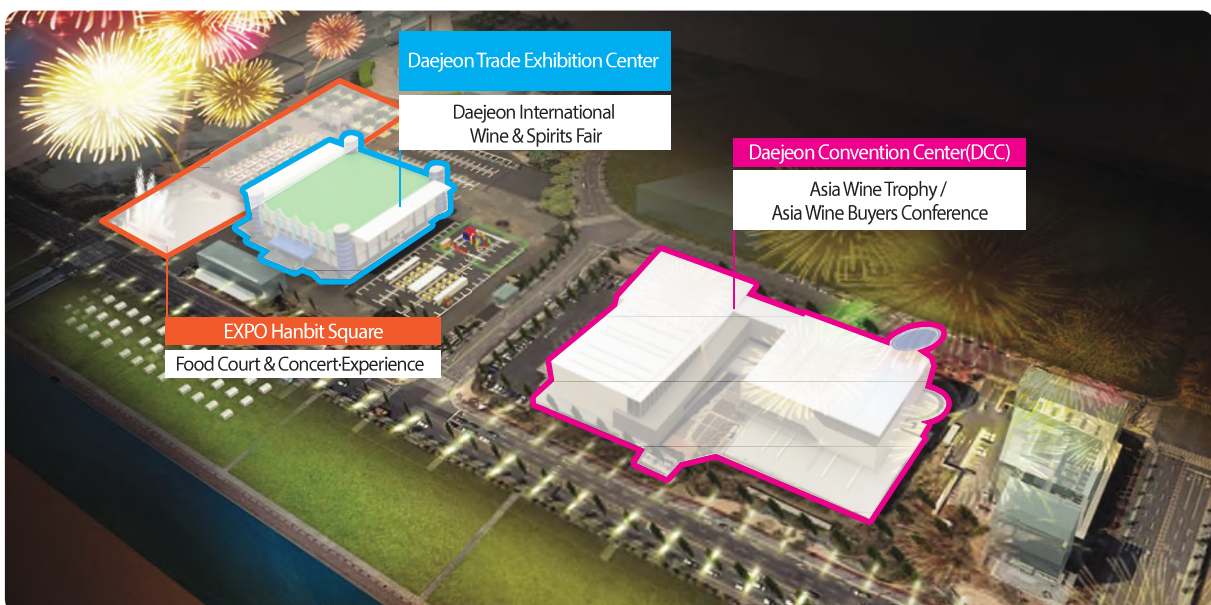


▲ Top View



▲ Front View

Venue



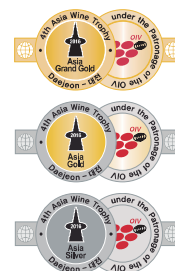
Asia Wine Trophy 2017

The Asia's largest and most important wine competition, Asia Wine Trophy is to be hosted and organized under the patronage of the OIV(International Organisation of Vine and Wine).

Overview

- **Date** | Aug. 27(Sun) ~ Aug. 30(Wed), 2017 / 4 days
- **Wine Entries** | Approx. 4,000
- **Judges** | 140 judges, mostly from Asian countries
- **Awards** | Grand Gold, Gold, Silver (Below 30% of the total number of evaluated wines) / Under the rules of OIV
- **Benefits** | Award-winning wines will be given the opportunity for the promotion by road shows and presented by various Asian wine media.

※ It is available for Award-winning wines to be distributed with medals imprinted on the bottles. / Medals(Grand Gold, Gold, Silver / To be sold separately)



Guide to submitting wine

Submitting an application form

- **Send to** | Daejeon International Marketing Enterprise (mail, fax, email)
- **Fax** | + 82-42-250-1340 **e-mail** | djwinefair@gmail.com **download from** | www.djwinefair.com
- **Deadline for Application** | June. 30. 2017 (may close early if target numbers are reached)

- ※ Registration is complete upon submitting application and paying entry fees.
- ※ Only wines and spirituous beverages of vinicultural origin by OIV rules
- ※ Imported and unimported wines in Korea, domestic wines are permitted for submission.

Entry Fees

- **Entry fees** | €135.00 (per each wine)
- **Standards of entry fees** | Inquiry(Joseph Park : +82 42 250 1349), djwinefair@gmail.com
- **Bank Transfer**

Beneficiary Name | Deutsche Wein Marketing GmbH Bank Name | Berliner Volksbank
Account No. | 102 070 4000 I B A N | DE 47 100 90000 1020704000

Wine Shipping

- **Shipping quantities** | 4 bottles/each variety
- **Shipping Address** | Exhibition Marketing Team, DIME Daejeon Convention Center 3F, 107, Expo-ro, Yuseong-gu, Daejeon 34125, Korea



Asia Wine Buyers Conference 2017

Asia Wine Buyers Conference where the wine experts from all around the world gather and discuss topics regarding the wine will provide you with opportunities to share and widen knowledges and experiences for it.

Overview

- **Date** | Aug. 28(Mon) ~ Sept. 03(Sun), 2017 / 7 days
- **Audience** | Wine professionals and lovers
- **Speakers** | Asia Wine Trophy judges and invited speakers
- **Program** | Seminars and Master Classes
- **Contact** | Chanjun Park(vinfriends1@gmail.com)



Special events(Cultural performances, Food court, Wine related activities)

Various national cuisines, exciting cultural performances and the beautiful scenery of 'Gap-cheon' river are ready for entertaining you and your friends in EXPO Hanbit square.

Overview

- **Date** | Sept. 01(Fri) ~ Sept. 03(Sun), 2017 / 3 days
- **Venue** | EXPO Hanbit Square
- **Visitor** | Everyone
- **Program** | To be posted on the website after confirmation



Fact and Figures - Daejeon International Wine and Spirits Fair 2016

Category	Foreign	Domestic	Distributor	Traditional Liquor	Food	Etc	Total
Exhibitor	53	17	29	11	7	12	129
Booth	90	20	35	12	16	22	195

NO.	Country	Exhibitor	Booth
1	Australia	1	1
2	Austria	1	1
3	Bolivia	1	2
4	Chile	1	1
5	China	4	4
6	France	13	12
7	Germany	9	43
8	Greece	1	1
9	Hungary	1	1

NO.	Country	Exhibitor	Booth
10	Italy	3	4
11	Moldova	11	11
12	Portugal	1	1
13	Slovenia	1	1
14	South Africa	1	2
15	Spain	4	5
16	Korea	76	105
Total		129	195

Asia Wine Trophy 2016

- **Date** | Oct. 24(Mon) ~ Oct. 27(Thu), 2016
- **Wine Entries** | 3,869 wines from 30 countries
- **Judges** | 130 judges from 23 countries
- **Award-winning wines** | 1,194 wines



Total	Grand Gold	Gold	Silver
1,194	18	868	308

※ One of the world's three major wine competitions under the patronage of the OIV(International Organization of Vine and Wine), the largest wine competition in Asia

※ Tasting under the rules of OIV

- **Award-winning wines by Countries** | 21 countries

Country	Award-winning wines
Argentina	5
Australia	16
Austria	36
Chile	30
China	37
Czech Republic	6
France	105

Country	Award-winning wines
Georgia	1
Germany	286
Greece	10
Hungary	11
Italy	222
Moldova	1
New Zealand	9

Country	Award-winning wines
Portugal	126
Romania	8
South Africa	12
South Korea	5
Spain	262
Switzerland	4
United States	2

Annual Wine Import Trend of Korea

Year	Value(1,000USD)	Growth	Volume(ton)	Growth
2015	189,785	4.2%	36,815	11.2%
2014	182,178	6.0%	33,100	1.7%
2013	171,840	16.7%	32,557	15.9%
2012	147,260	11.5%	28,084	8.0%
2011	132,079	17.0%	26,004	5.8%
2010	112,888	0.4%	24,568	6.8%
2009	112,450	-32.5%	23,009	-20.1%
2008	166,512	10.7%	28,795	-9.5%
2007	150,364	69.7%	31,810	43.3%
2006	88,607	31.0%	22,195	16.9%
2005	67,655	16.7%	18,984	19.4%
2004	57,979	26.6%	15,898	13.7%
2003	45,783	55.6%	13,980	21.3%
2002	29,432	27.4%	11,522	30.0%
2001	23,109	16.7%	8,862	10.0%
2000	19,802	31.0%	8,053	39.7%
1999	15,122	133.0%	5,766	125.4%
1998	6,491	-71.5%	2,559	-72.8%
1997	22,809	39.0%	9,390	60.4%
1996	16,406	20.3%	5,853	-5.3%
1995	13,633	68.2%	6,181	46.3%
1994	8,104	38.4%	4,226	30.7%
1993	5,855		3,234	

Source : Korea International Trade Association
Population of Korea for 2015 : 51,069,375



107, Expo-ro(4-19, Doryong-dong), Yuseong-gu, Daejeon 34125, Republic of Korea

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www.djwinefair.com