



aT Korea Agro-Fisheries & Food
Trade Corporation

K FOOD FAIR 2019

CENTRAL PARK JAKARTA, INDONESIA

JULY 25 - 28, 2019



Ministry of Agriculture,
Food and Rural Affairs

Forward to the World

Korea Agro-Fisheries & Food
Trade Corporation



aT or known as Korea Agro-Fisheries & Food Trade Corporation is a government (Ministry of Agriculture, Food and Rural Affairs) established foundation for massive export for continuous increase in exports.

MISSION

To contribute in attaining stable food security and the improvement of quality of life by promoting agro-fisheries and food industry

VISION

aT, The leading power of Korean agro-fisheries and food industry

Korea Agro-Fisheries and Food Trade Corporation Indonesia (**aT** Indonesia) will hold K Food Festival in Jakarta where local and international buyers and traders can connect with Korean Food Traders.

Program Objective

- In the year of 2019, aT aims to deliver the excellence of Korean food to major distribution channels internationally.
- This can be achieved by inviting excellent buyers from Indonesia and neighboring ASEAN countries to explore & discover potential business prospects from Korea (B2B)
- On top of that, aT also aims to introduce Korean food to Indonesian consumers by organizing a food fair catering to the locals (B2C)

Event Period

- July 25 – 26, 2019 : B2B @ Ballroom Hotel Pullman, S Parman, West Jakarta
- July 27 – 28, 2019 : B2C @ Tribeca Central Park Mall, S Parman, West Jakarta

B2B Program

- Korean Exporters
- Buyers/ Resellers/ Distributors from Indonesia & ASEAN Countries
- Korean & Local & International Stakeholders

B2C Program

- Public Society (Indonesian Consumers)
- Food community (Blogger/Vlogger)
- Korea Fans

- K-Food Exhibition :
 - RED & HOT Zone
 - Halal Food Zone
 - Rising Star Foods Of Korea Zone
 - Miracle Food Zone
- Korean Food free trial
- Networking with Korean, Indonesian and other International traders
- Meet & discuss with Korean Exporters
- Discover new and innovative Korean food
- Evaluate & compare new, potential business opportunities
- Contract negotiation and binding sessions
- K-Food Seminar (Local & Korean Experts)
- Performance
and many more.

- K-Food Exhibition
 - RED & HOT Zone
 - Halal Food Zone
 - Rising Star Foods Of Korea Zone
 - Miracle Food Zone
- Display Zone according to Product Categories
- Korean, Indonesian & International Exporters & Buyers
- Main Performance Stage – Opening by K-pop Idol
- Open Kitchen – Free Food Tasting
- K-Food and Culture Experience Zone
- Korean Star Chef performance
- Special Korean popular drama & Hanbok (Korean Traditional Clothing) exhibition
- Korean Food selling with special price
- Collaboration with Indonesian Korean Restaurants
and many more.



Pullman Hotel, Central Park Jakarta

JULY 25 -26, 2019

Tribeca Central Park Mall

JULY 27 -28, 2019



ARE YOU READY?

JOIN US NOW!

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