

# Busan International Seafood & Fisheries EXPO 2018

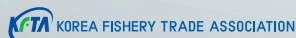
**10.31 (WED) ▶ 11.2 (FRI) 2018**  
BEXCO, Busan, South Korea



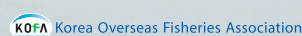
Host



Organizers



Supporters



# BISFE2018



## **BISFE** Busan International Seafood & Fisheries **2018** EXPO 2018

### **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 10 consecutive years from 2008 to 2017. Featuring 401 exhibitors from 20 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.



## Exhibition Overview

01

<b>Title</b>	Busan International Seafood & Fisheries EXPO 2018 [BISFE 2018]
<b>Dates</b>	Oct. 31 (Wed) ▶ Nov. 2(Fri), 2018, 3 Days / 10:00 ~ 17:00
<b>Venue</b>	Hall 1/2/3A, Exhibition Center I, BEXCO
<b>Figure</b>	410 exhibitors, 950 booths from 22 countries
<b>Host</b>	Busan Metropolitan City
<b>Organizers</b>	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives, KOTRA
<b>Supporters</b>	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Korea Fisheries Associations, and Korea Overseas Fisheries Associations

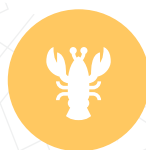
## Events

02

<b>International Events</b>	Overseas Exhibitor Industrial Tour, Overseas Buyer Industrial Tour, Business Matching Program, Fisheries Product Sourcing Fair, etc
<b>Symposium</b>	KOFFST International Conference
<b>Seminars and Workshops</b>	The Korean Aquaculture Workshop, Busan Fisheries Policy Forum, Dietitian Workshop, etc.
<b>Fringe Programs</b>	New Product Promotion, Seafood Cooking Contest
<b>Concurrent Events</b>	Metropolitan City Fisheries Administration Committee Provisional Marketing

## Exhibition Items

03



### Seafood

**Frozen/Refrigerated Products** : Tuna, salmon, mackerel, shellfish, live fishes, king crab, etc.

**Soft Products** : Fish cake, crab meat, fish meat paste, etc.

**Salted Products** : Smoked salmon, salted mackerel, dried yellow croaker fish, anchovy sauce, salted fermented dishes-pollack roe, squid, etc.

**Processed Seaweed** : Sea mustard, kelp, purple laver, etc.

**Health Food** : Seaweed pills/extract, kelp powder, etc.

**Others** : Sea salt, sushi, natural seasoning, half-dried herring, sunfish, etc.



### Fisheries Equipment

**Processing Machines** : Sorter, stripper, packer, inspection for foreign materials, quick-freezer, etc.

**Aquaculture Equipment** : Smart aquaculture system, oxygen generator, air spreader, micro bubble distributor, underwater drone, air pump, chiller, sterilizing system, thermoregulator, auto feeder, etc.

**Boat Equipment** : LED fish-luring lights, fish-pumps, otter board, fuel saving device, underwater camera, fuel filter, etc.

**Fishing Gear/Net/Buoy** : Articles for ship, tuna tackle, copper alloy fish cage, eco-friendly buoy, etc.

**HACCP Equipment and Facilities** : Waterproof flooring, etc.



### Marine Biotechnology

Cosmetics, phytoplankton, food probiotic, naturally fermented seasoning, new marine bio materials, technical research outcomes, etc.





### Special Pavillion

Smart farming, halal seafood, institutional food service.

## Booth Information

# 04

Type	Shell Scheme	Space Only
Unit Price	USD 2,300 / 9m <sup>2</sup>	USD 1,800 / 9m <sup>2</sup>
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 four chairs, floor carpet	Exhibitors are responsible for building 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 changes upon installation.

## Booth Fee Discount

# 05

Type	Early Bird Registration Discount			Reparticipation
Due Date	April 30, 2018	May 31, 2018	June 29, 2018	September 28, 2018
Discount Rate	20%	15%	10%	10%

| [Account Number for Paymanet](#) | **Busan Bank 320-01-000477-1** (Beneficiary : BEXCO) | [Swift Code](#) | **PUSBKR2P**

## Application Procedure

# 06



## BISFE 2017 Report

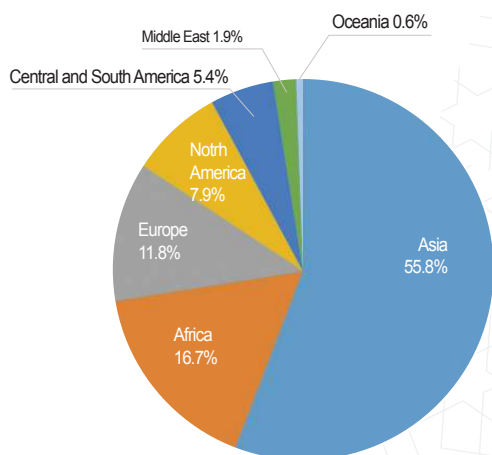
07

<b>Title</b>	Busan International Seafood & Fisheries EXPO 2017
<b>Dates</b>	Nov. 8[Wed] ~ 10[Fri], 2017, 3Days
<b>Venue</b>	Hall 1/2/3A, Exhibition Center I, BEXCO (22,090m <sup>2</sup> )
<b>Size</b>	401 Exhibitors, 927 booths from 20 countries
<b>Host</b>	Busan Metropolitan City
<b>Organizers</b>	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives, KOTRA
<b>Supporters</b>	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Korea Fisheries Associations, Korea Overseas Fisheries Associations
<b>Concurrent Events</b>	Opening Ceremony, Fishery Product Internet Shopping Mall Presentation, Tuna Dissection Show, Chinses Chef Yeo Gyeong-rae's Cooking Show, 2017 Self-Managing Fisheries Community Contest
<b>International Events</b>	2017 Second-half Overseas Buyer Business Meeting, 2017 BISFE Foreign Buyer Business Meeting, Creative fisheries Product Sourcing Fair, Korean Buyer Business Meeting, Overseas Exhibitor industrial Tour, Overseas Buyer Industrial Tour Conference & Seminar Aquatic Science Conference
<b>Academic Event</b>	KOFFST International Conference 2017
<b>Seminar &amp; Workshop</b>	The Korean Aquaculture Workshop 2017, Busan Fisheries Policy Forum, 2017 Dietitian Workshop
<b>Exhibition Categories</b>	Seafood, Seafood Processing & Equipment, Marine Bio Technology

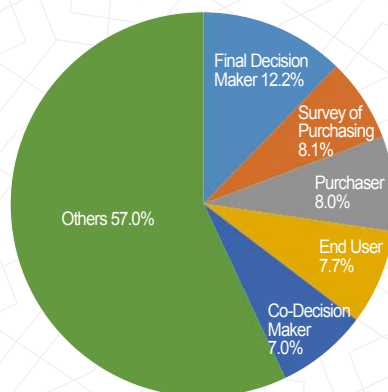
Main Figures of  
BISFE 2017

08

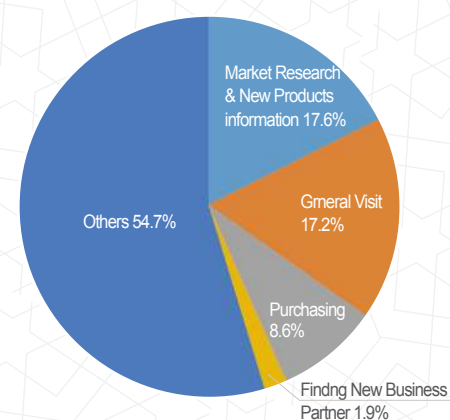
Classification	2017
Exhibitors	401(from 20 countries)
Booths	927
Meeting Amount	USD 292,680 thousand
Contract Amount	USD 66,090 thousand
Visitors	13,538



Region of Buyer



Level of Purchasing Involvement



Purpose of Visit

# Press Release

"Busan International Seafood & Fisheries EXPO 2017... The Change for Future Income Source"

<Featuring 401 exhibitors with 910 booths from 20 countries at the Exhibition Center I, BEXCO (22,090m<sup>2</sup>) from 8-10 November>

November 02, 2017; Busan Ilbo

"Direction of Fisheries in the 4th Industrial Revolution Era: 'Busan International Seafood & Fisheries EXPO' Held on 8th"

November 06, 2017; The Kookje Daily News

"What is the future of 'Smart Aquaculture/Ocean Bio Convergence' fisheries?"

<'Busan International Seafood & Fisheries EXPO 2017' will be held at the BEXCO from 8-10.>

November 02, 2017; Korea Herald Biz

"Busan International Seafood & Fisheries EXPO Will Be Held: 'The Marine Industry is Future Income Source.'"

<Operation of the 'Smart Aquaculture Hall' combined with the 4th Industrial Revolution, and 'Ocean Bio Industry Hall' converging fisheries resources>

November 07, 2017; The Dong-A Ilbo

"Busan International Seafood & Fisheries EXPO Sounds The Fanfare on 8th"

<Featuring 401 exhibitors with 910 booths from 20 countries/Attending over 800 overseas buyers/'Marimontana' Seafood Cooking Show>

November 02, 2017; The Hankook Ilbo

"Asia's Largest 'Busan International Seafood & Fisheries EXPO Held on 8th"

<Attending over 800 overseas buyers from 21 countries, Special operation of the 'Smart Aquaculture Hall'>.

November 02, 2017; The Munhwa Il-bo

"Change for Future Income Source: Busan International Seafood & Fisheries EXPO"

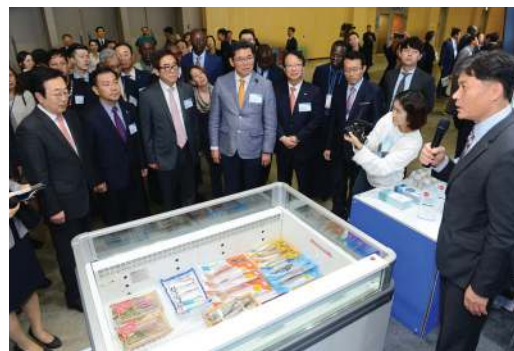
<'Smart Aquaculture Hall' combined with Information and Communication Technology (ICT), 'Ocean Bio Industry Hall' featuring the trend of fisheries resources convergence, Promoting seafood consumption through various events>

November 02, 2017; No Cut News

"Busan International Seafood & Fisheries EXPO Held on 8th"

November 02, 2017 KNN





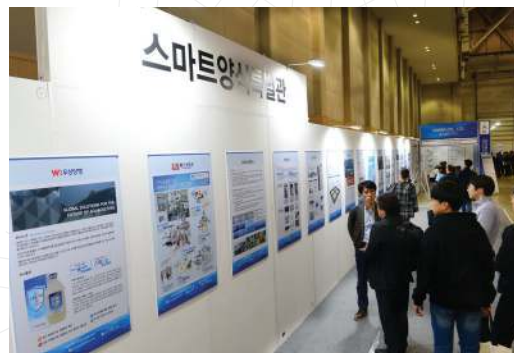
VIP Tour and Opening Ceremony



Exhibition Hall Overview



International Events



Scenes of Exhibition



## Why **BISFE**



**Busan International Seafood & Fisheries EXPO 2018**  
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