



KI&A²⁰²⁵

Korea International Bakery Fair

Guest Country Proposal

April 16–18, 2026 | Coex Hall D, Seoul

Show Overview

Title	Korea International Bakery Fair (KIBA) 2026		
Date	April 16 (Thu) – 18 (Sat), 2026		
Venue	Coex Hall D	Seoul, South Korea	
Organizer	Coex, Korea Bakery Association, Korea Master Bakers Association		
Scale	150 Exhibitors, 300 Booths, 30,000 Visitors (Expected)		
Exhibit Items	Bakery Machinery, Baking Tools/Supplies, Bakery Packaging, Raw Material, Semi-prepared Bakery, Dessert, Dairy Products, Eggs/Processed Meat, Bakery Store, Kitchen Equipment		
Concurrent Events	KIBA competition, Bakery contest display show, Student baking competition, Rice bakery seminar, House of patissier pavilion		

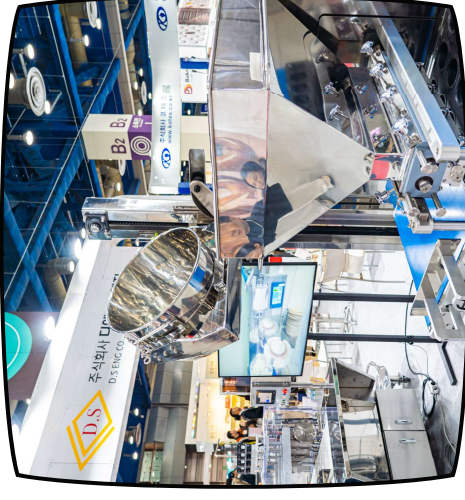
Leading B2B Platform for Bakery Industry

The Korea International Bakery Fair (KIBA) is co-organized by the Korea Bakery Association and the Korean Master Bakers Association. KIBA has firmly established itself as the premier **B2B marketing platform** in the bakery sector, showcasing Korea's finest baking and confectionery expertise, while fostering valuable engagement with **qualified buyers and industry professionals**.



Exhibit Items

Bakery Machinery	Mill, Kneader, Dough conditioner, Molding Machine, Slicer, Oven, Showcase, Mixer, Ice maker, Shaved ice machine, deep freezer, Fermentation room
Bakery Packaging	Packaging equipment, Smart packaging solution, Packaging box, Shopping bag, Wrapping papper, Packaging accessories, Takeout supplies, Eco-freindly packaging
Bakery Tools/Supplies	Baking pan, Molding/Decoration tools, Measuring supplies, Stainless steel ball, Whisk, Spatula, Scraper, Baking paper, Muffin cup, Mask, Gloves, Fermentation basket
Bakery Semi-prepared products	Frozen dough (croissant, pastry, pie, cookie, scone, muffin, waffle), Baking mixes (cake, pancake, cookie), Home baking kit
Bakery Raw Materials	Gluten free/Vegan raw materials, Powdered rice, Potato starch, Corn starch, Chocolate, Baking powder, East, Margarine, Almond, Raisin, Spreads, Jam, Syrup
Dairy & Dairy Products	Milk, Milk powder, Fermented milk, Whipped cream, Butter, Dairy spread, Cheese, Cream cheese, Ice cream, Yogurt
Eggs & Meat Products	Eggs, Sausages(salami, pepperoni, vienna, bolana, chorizo, andouille) Hams(jambong, sliced ham, smoked ham, bacon)
Bakery Store Start-up Solution	Start-up consulting, Interior, Distribution, Inventory management, Order/Delivery solution, Test/Inspection, Safety/QC management, KIOSK, Unmanned POS system



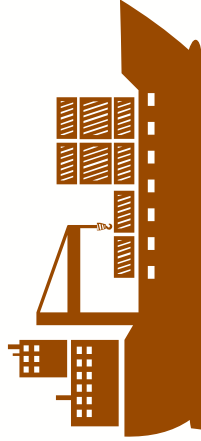
Guest Country

KIBA is pleased to announce the launch of a **new special pavilion**, the Guest Country. Each year, a country renowned for its distinctive **bakery traditions and culture** will be honored and invited to showcase its expertise, along with **prominent bakery-related companies** representing it. The goal of this program is to further **globalize the fair** by encouraging greater international participation and fostering strong business connections within Korea's dynamic bakery industry.



Why Participate?

01. Explore Korean market



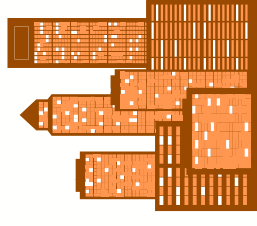
02. Create business network



03. Promote your culture



04. Introduce your industry

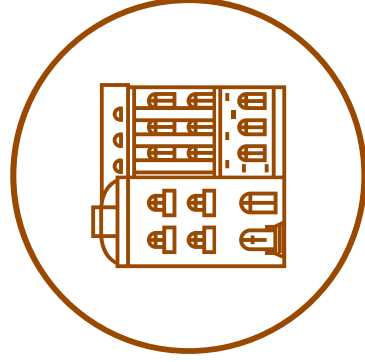


Benefit



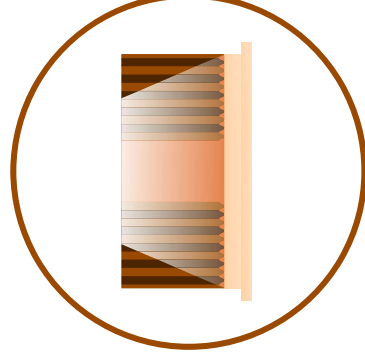
Exhibition Raw Space

- The exhibition area of 90 sqm (10 booths scale)
- Booth construction and utility fees must be entirely financed by the embassy or the organization



Accommodation

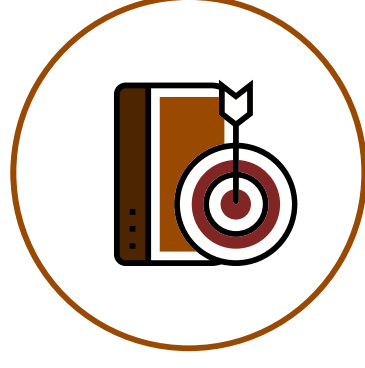
- Complimentary accommodation for the representative country [4 nights, Coex designated hotel]



Promotional Space

- One-time slot in the Marketing Stage is provided
- A multipurpose space for Guest Country's promotion

* Interpreter service will not be provided



Concentrated Promotion

- One dedicated posting uploaded on social media channel
- A page of advertisement on official website
- Banners inside the exhibition hall

1. Application Form

A. The application form will be given to the embassy or organization

1. Applicant information			
Country / Embassy ^{1/2}			
President / Ambassador			
Postal Address ³			
Contact Person ⁴			
Telephone ⁵	() - ¹³		
E-mail ⁶			
Key Collection Person ⁷ (access security)			
		Department / Position	
		Fax ⁸	() - ¹³
		Official Website ⁹	
		Zip code ¹⁰	

2. Booth Type / Scale	Booth Selection (a)	Booth Cost (b)	Participation Fee (a x b) x 10 ⁻³
Application Category: ^{1,2}	Space Only: ³	USD \$3,200 / booth ^{1,2}	\$32,000 ^{1,2}
Guest Country Application: ^{1,2}		[1.0] booth ^{1,2}	
Total Fee: ^{1,2}			WAIVED ^{1,2} "GUEST COUNTRY PROGRAM"

Please transfer all payments to:
Beneficiary: COE⁽¹⁾
Account No.: 140-000-113217⁽²⁾
Bank: SHINHAN BANK, World Trade Center Branch, Seoul, Korea⁽¹⁾
Swift Code: SHBKORSE⁽³⁾

I accept and agree to the Korea International Bakery Fair 2025's Guest Country Program Participation Regulations and Contract Conditions (below), and hereby submit an application to exhibit at the show.⁴¹

Application for participation is to be made on this form and by signing this form, the Exhibitor agrees to all Terms & Conditions of Korea International Bakery Fair and any other supplementary Terms issued later. The signer, who seals this contract, is granted the liability and rights to fulfill the below contract conditions as a representative of the exhibitor.²⁾

Tel +82-2-6000-8155 Fax +82-2-6944-8303 Email kiba@coex.co.kr

[Application Form Example]

A. Explanation of why your country should be chosen as the Guest Country.

(Background information of country's bakery history, relations to Korea and its bakery industry)

B. Objective and marketing plans that specify any on-site activities, seminars, or conferences.

C. The list of prospective companies and exhibit items

Participation Procedures

No.	Participation Steps	Deadline
1	Submit application form and proposal	~ January Week 5
2	Proposals reviewed by the secretariat	
3	Guest Country 2026 announced	
4	Kick-off meeting	~ February Week 2
5	Invite & confirm participating companies (If required, complete visa approval process)	
6	Submit marketing materials (logo and image files)	
7	Submit booth design layout for confirmation	~ February Week 4
8	Finalize details of the marketing session and the opening ceremony	
9	Submit a final list of companies participating in the Guest Country, banner design	
10	Submit utility form & furniture rental application forms	~ March Week 2
11	Complete any remaining balance for applied utilities and other services	
12	Booth set up	April 14 – April 15, 2026

Note In the case where companies need an official invitation letter for visa application, all necessary documents should be submitted to the secretariat.

Roles & Responsibilities

Guest Country

Submit an application form & proposal

Submit marketing content & files including images, logo, and photos

Recruit companies to participate in the Guest Country Pavilion

Hire a contractor for booth construction and complete payment of utilities

Plan marketing stage session content & manage the sessions on-site

Invite VIP & guests to the opening ceremony

Prepare opening ceremony & photo session

Korea International Bakery Fair Secretariat

Review all proposals and select the Guest Country of 2026

Provide exhibition floor plan marking the Guest Country Pavilion

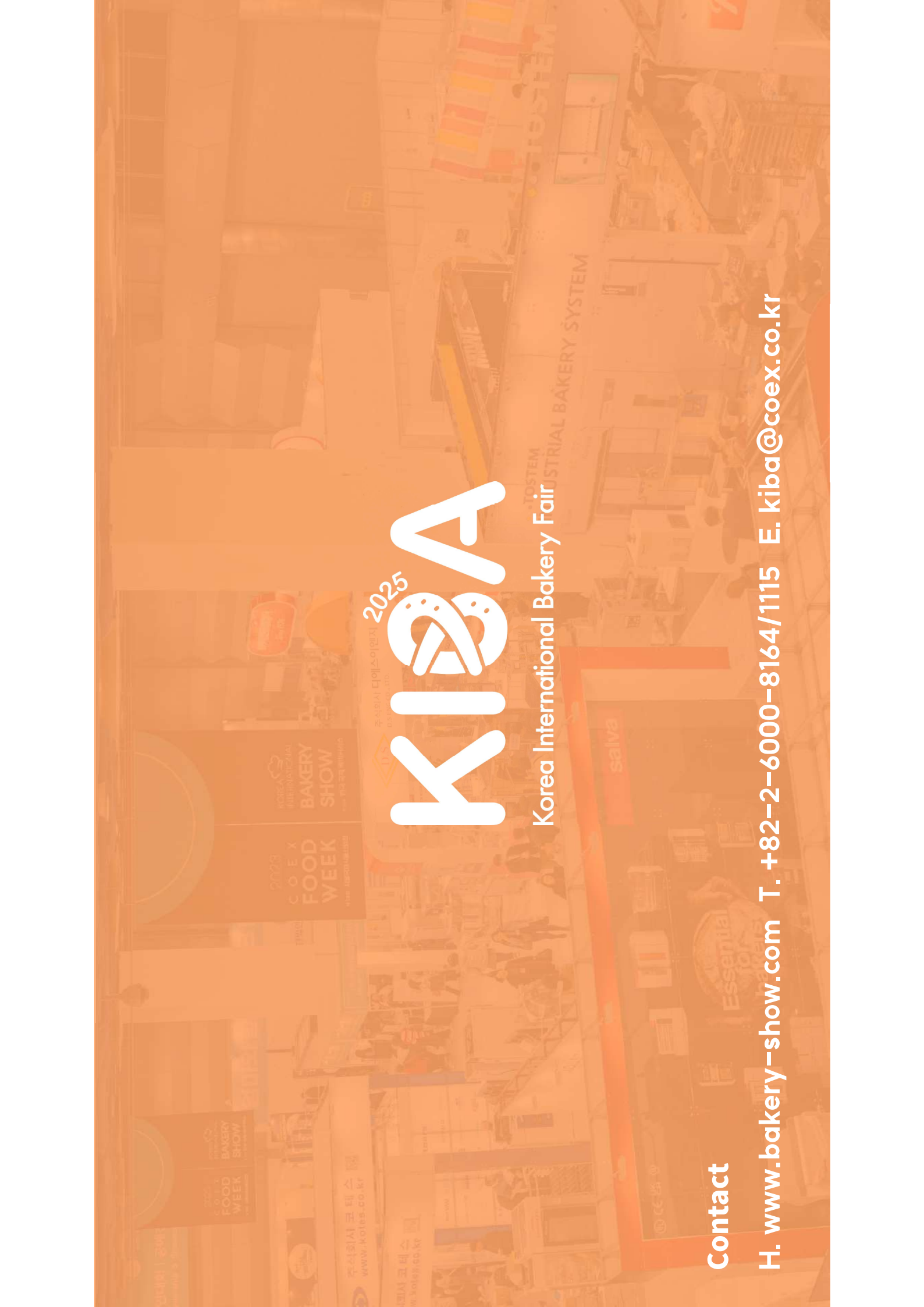
Issue invoice for the applied utilities and furniture rental

Arrange accomodation for the representative country

Execute online and offline promotion of the Guest Country

Promote photo session at the opening ceremony with Coex PR Team

Arrange session time slot in the marketing stage for the Guest Country



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Korea International Bakery Fair

Contact

H. www.bakery-show.com T. +82-2-2-6000-8164/1115 E. kiba@coex.co.kr