



BOFAS 2010

The 17th Busan International Food Exhibition

Busan, South Korea

BEXCO – Busan Exhibition and Convention Center

17 – 20 June, 2010

BOFAS 2010 in Busan Over the past 16 years, BOFAS has grown to be a truly international food exhibition showcasing a wide spectrum of products and ideas from around the world. BOFAS 2010 the region's most established and international event, presents the perfect fairground for you to source for the latest and most price-competitive products and supplies. Take the lead and get ahead of your competitors in facilities and services.

About 200 international exhibitors from around the world will display more than 1,500 products at BOFAS 2010. Buyers from 20 countries will have negotiations and contracts on the spot.

Venue Busan Exhibition and Convention Center (BEXCO)

Organizers

- Busan Regional Food & Drug Administration
- Busan Munhwa Broadcasting Corporation (BUSAN MBC)
- The Government of Busan City
- Korea Industrial Marketing Institute (KIMI)
- Korea Health Industry Development Institute
- The Culinary Society of Korea
- MEREBO Messe Marketing (European & American Co-organizer)

Sponsors

- Ministry of Agriculture & Forestry
- Agricultural & Fishery Marketing Corp.
- Korea Food Industry Association
- KBS Busan Broadcast System
- Busan Daily Newspaper

Scope of exhibits

Food Area
 Fine Food, Gourmet Specialities, Chilled Food, Meat, Frozen Food, Dairy, Bread & Bakery, Coffee & Tea, Wine & Spirit, Organic Food, Catering Tec, Retail Tec

Food Processing Area
 Food Manufacturing, Processing and Cooking equipment, Food Materials Processing, Food Preservation Quality Maintenance, Food Sanitation Control, Engineering, Measurement and Inspection, Environmental Protection and Recycling, Information System Service, General Purpose Device and Parts

Packing Area
 Packaging materials and supplies, Packaging machinery, Monitoring and test equipment, Packaging recycling, Packaging ancillaries, Labeling and marking equipment, Palletizing equipment, Services for packaging and labeling technology

The Participation at BOFAS 2010

That's MEREBO: All inclusive! The main attention of MEREBO is to provide you with full service and high standards to simplify your participation as much as possible. Our renowned partners for freight forwarding, individual stand design, travel, accommodation, etc. will also support you. MEREBO and partners are always available on-site to ensure a smooth show process for you and your company.

| Participation Costs | Full Package Stands | | Space only (EUR each m ²) | |
|---------------------|------------------------------|----------|---------------------------------------|--------------------------|
| | Area | Price | Stand Type | Price |
| | 9 m ² Row Stand | EUR 2600 | Row Stand | EUR 220 / m ² |
| | 18 m ² Row Stand | EUR 5000 | Corner Stand | EUR 230 / m ² |
| | 27 m ² Row Stand | EUR 7400 | Head Stand | EUR 240 / m ² |
| | 36 m ² Head Stand | EUR 9900 | Island Stand | EUR 250 / m ² |

Up to **5% Early Bird Discount** available until 31st December, 2009 (please refer to the Application Form)!

Details of the Full Package Stands

The Full Package Stands contain all necessary items of a high quality stand construction. They enable an attractive presentation of your company. Additional items such as machinery power connections, water supplies, show cases, kitchen units or any other special requirements can be ordered as well. Please refer to the attached stand layouts for all details.

Full Package Stands contain:

- Exhibition space
- Stand construction in Octanorm-System
- Carpet (selection of 30 different colours)
- Company name in English and Korean characters on fascia panel
- Lockable storage room
- 1 Table 70 x 70 each 9 m²
- 4 Leather chairs each 9 m²
- 1 Information counter (9 und 18 m²: 1 pc., 27 and 36 m²: 2 pcs.)
- 1 Wall coat hanger
- 3 spotlights each 9 m²
- 1 Paper basket
- 1 Power socket 13A / 220V
- 3 Exhibitor badges each 9 m²
- 30 Visitor invitation tickets each 9 m²
- Daily stand cleaning
- Listing in the catalogue
- 36 m² full package stands, additionally 5 m² meeting room

BOFAS 2002 – 2009

Exhibition space

| | | | | | | | | |
|--------------|------|------|------|------|------|------|------|------|
| Year | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
| sq.m. | 6300 | 6500 | 6800 | 7000 | 7000 | 7000 | 7000 | 7000 |

No. of Exhibitors

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| Year | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
| Exhibitors | 64 | 78 | 83 | 103 | 117 | 138 | 141 | 171 |

No. of Visitors

| | | | | | | | | |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
| Visitors | 31250 | 49830 | 50487 | 53550 | 54262 | 59021 | 57383 | 59504 |

The Venue

The Busan Exhibition and Convention Center (BEXCO) has a main hall with 26,466 sqm, which corresponds to a size of 3 football fields. This hall is completely free of pillars. Together with other small halls and conference rooms, BEXCO is one of the largest exhibition grounds of South Korea. It has state-of-the-art facilities for fairs and congresses.



More information about BEXCO is available at www.bexco.co.kr

Busan

Busan is a metropolitan city of 4 million habitants which is situated on the south-eastern tip of the Korean peninsula. The city is located on the 35th North latitude and covers an area of 762 square kilometres.

Busan is the second largest city in Korea, after Seoul. With its deep harbour and gentle tides Busan became worldwide the fifth biggest container handling port.



The main industries are shipbuilding, textiles, machinery and the automotive industry. Overall Busan is considered as the industrial centre for heavy industry of South Korea.

Contacts

MEREBO Messe Marketing

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 Internet: www.merebo.com

Korea Industrial Marketing Institute (KIMI)

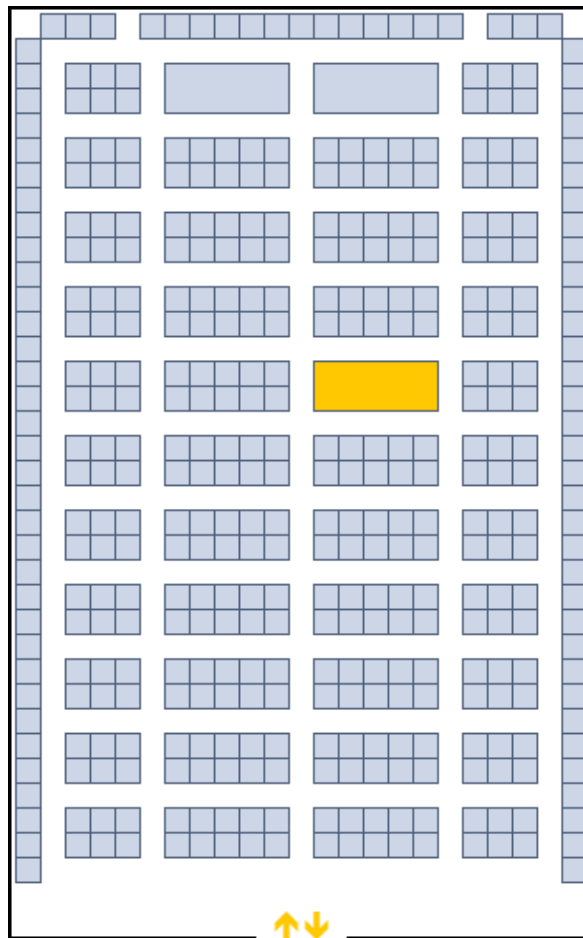
RM301, Dong-a Villat 2, 1678-2
 Seocho1-Dong, Seocho-Gu, Seoul
 Korea
 Phone: +82-2-588-2480
 Fax: +82-2-588-2599
 E-Mail: kwj@kimikorea.com
 Internet: www.butech.or.kr

Web

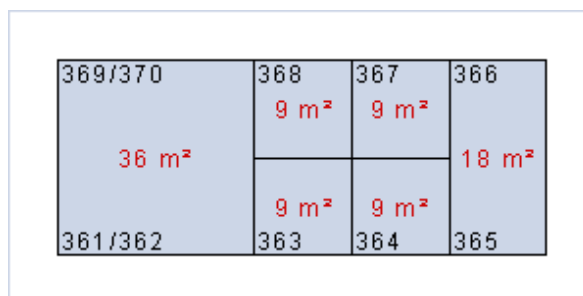
Please visit BOFAS 2010 in the Internet



www.bofas.merebo.com

Floor Plan


There is a total of 440 "Booths" (9 m² units) available. The European & North American Pavilion is highlighted in yellow.

European & American Pavilion


Different types and sizes of our Full Package Stands are available.

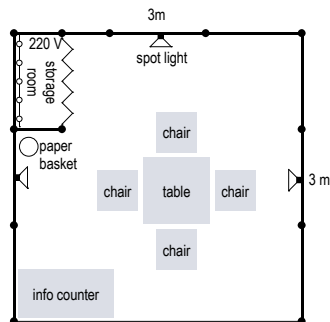
Please call us for current availabilities

+49-40-3999905-20

9 m²

Exhibition space of 3m x 3m including:

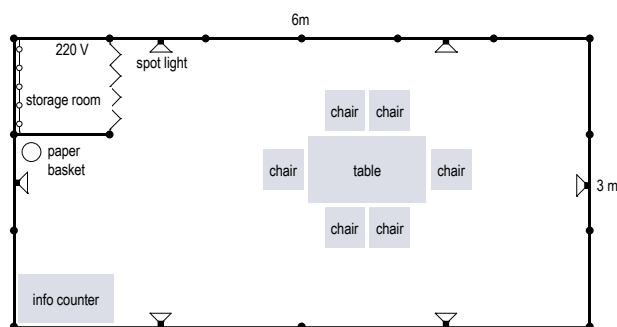
Stand construction in Octanorm system, carpet (selection of 30 different colours), company name in Latin characters on fascia panel, 3 spotlights, 1 table 70 x 70 cm, 4 leather chairs, 1 information counter, 0.5 m² storage room with lockable folding door, 220V power socket, paper basket, wall coat hanger, daily stand cleaning



18 m²

Exhibition space of 6m x 3m including:

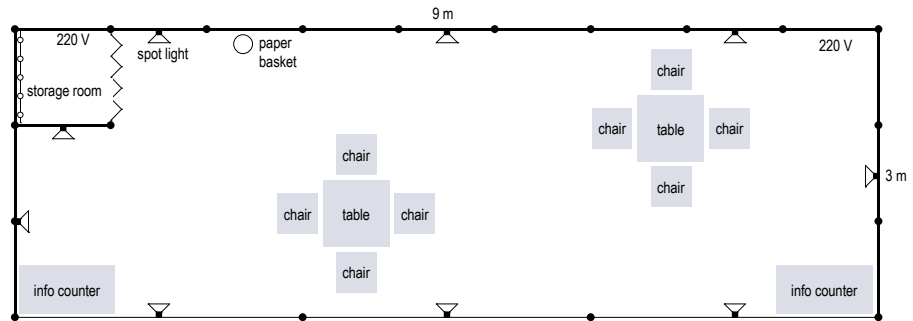
Stand construction in Octanorm system, carpet (selection of 30 different colours), company name in Latin characters on fascia panel, 6 spotlights, 1 table 120 x 70 cm, 6 leather chairs, 1 information counter, 1 m² storage room with lockable folding door, 220V power socket, paper basket, wall coat hanger, daily stand cleaning



27 m²

Exhibition space of 9m x 3m including:

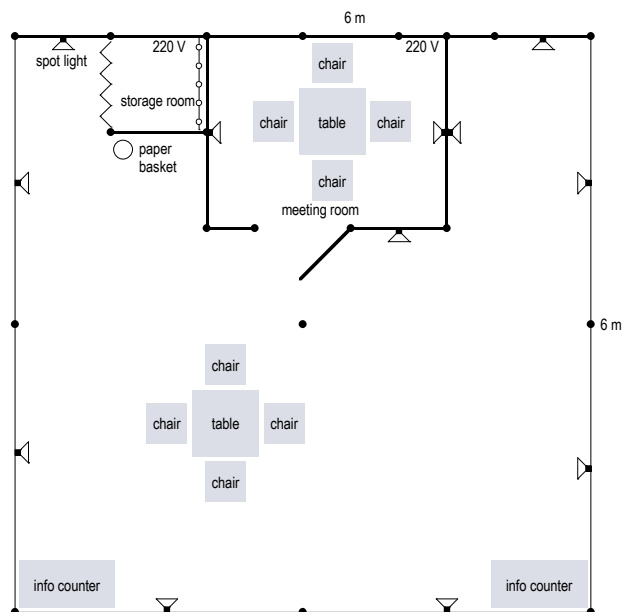
Stand construction in Octanorm system, carpet, company name in Latin characters on fascia panel, 9 spotlights, 2 tables 70 x 70 cm, 8 leather chairs, 2 information counters, 1 m² storage room with lockable folding door, 2 no. of 220V power socket, paper basket, wall coat hanger, daily stand cleaning



36 m²

Exhibition space of 6m x 6m including:

Stand construction in Octanorm system, carpet, company name in Latin characters on fascia panel, 12 spotlights, 2 tables 70 x 70 cm, 8 leather chairs, 2 information counters, 5 m² meeting room with lockable door, 1 m² storage room with lockable folding door, 2 no. of 220V power socket, paper basket, wall coat hanger, daily stand cleaning



Application Contract BOFAS 2010

17th Busan International Food Exhibition
17 - 20 June, 2010
Busan, South Korea
BEXCO Busan Exhibition & Convention Center
Application Deadline: 30 April, 2010
Early Bird Rates valid until 31 December, 2009

MEREBO
MEREBO Messe Marketing
Jakobikirchhof 9
20095 Hamburg
Germany
Tel. +49-40-3999905-0
Fax +49-40-3999905-25
E-mail contact@merebo.com

Exhibitor

| | | | |
|----------------|----------------------|---------|----------------------|
| Company | <input type="text"/> | | |
| Address 1 | <input type="text"/> | | |
| Address 2 | <input type="text"/> | | |
| Telephone | <input type="text"/> | Fax | <input type="text"/> |
| E-mail | <input type="text"/> | VAT no. | <input type="text"/> |
| Contact Person | <input type="text"/> | | |

Full Package Stands (please tick your choice)

| Stand Size | Dimensions | All Inclusive | Early Bird Rate |
|--|--|-----------------------------------|-----------------|
| 9 m ² Row Stand | 3 m x 3 m | <input type="checkbox"/> EUR 2600 | EUR 2500 |
| 18 m ² Row Stand | 6 m x 3 m | <input type="checkbox"/> EUR 5000 | EUR 4800 |
| 27 m ² Row Stand | 9 m x 3 m | <input type="checkbox"/> EUR 7400 | EUR 7100 |
| 36 m ² Head Stand | 6 m x 6 m | <input type="checkbox"/> EUR 9900 | EUR 9500 |
| <input type="checkbox"/> Corner Stand | Surcharge of EUR 200 for 18 and 27 m ² (not available for 9 m ²) | | |
| <input type="checkbox"/> Head Stand | Surcharge of EUR 300 for 18 m ² (not available for 9 m ² and 27 m ²) | | |

Including: Raw space, registration fee, exhibitor badges, 20 invitation tickets each 9 m², catalogue entry, special discount rates for several official hotels.

Stand construction: Backwall and sidewalls, carpet, company name in Korean and Latin characters on fascia panel, 3 spotlights for each 9 m², 1 table 70 x 70 cm (for 18 m²: 120 x 70 cm, 27 and 36 m²: 2 tables), 4 leather chairs (for 18 m²: 6, 27 and 36 m²: 8), 1 information counter (for 27 and 36 m²: 2), lockable storage room (9 m²: 0,5 m², 18 and more m²: 1 m²), power socket 13A / 220V, wall coat hanger, paper basket, daily stand cleaning.

36 m² stands additionally: 5 m² meeting room

Space only (please tick your choice)

m² with own stand construction

| | Stand Size | All Inclusive | Early Bird Rate |
|-----------------------------|-------------------------|---|--------------------------|
| Row stand (1 side open) | min. 18 m ² | <input type="checkbox"/> EUR 220 / m ² | EUR 210 / m ² |
| Corner stand (2 sides open) | min. 36 m ² | <input type="checkbox"/> EUR 230 / m ² | EUR 220 / m ² |
| Head stand (3 sides open) | min. 72 m ² | <input type="checkbox"/> EUR 240 / m ² | EUR 230 / m ² |
| Island stand (4 sides open) | min. 144 m ² | <input type="checkbox"/> EUR 250 / m ² | EUR 240 / m ² |

Including: Raw space, registration fee, exhibitor badges, 20 invitation tickets each 36 m², catalogue entry, special discount rates for official hotel.

| | | |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Place & Date | Name | Authorised signature |

The attached Terms of Participation are recognized as legally binding in all parts. (www.merebo.com/Terms)
Terms of Payment: 50 % of total charges to be paid immediately upon receipt of the invoice. Remaining balance to be remitted before 31 March, 2010.

Please return by fax to +49-40-3999905-25

Terms of participation

1. Application to participate in the exhibition

Applications are to be made on the enclosed form, which should be returned to MEREBO Messe Marketing at the earliest opportunity, filled in and signed with a legally binding signature. The rental contract comes into force once MEREBO Messe Marketing has informed the applicant in writing that he is admitted.

The exhibitors shall not be entitled to withdraw from the exhibition after admission. Notice of withdrawal shall be made in writing to the MEREBO Messe Marketing, and shall take effect only when written consent is given by MEREBO Messe Marketing and the exhibitor agrees to pay compensation in accordance with the sliding scale that follows. The cancellation charge is calculated as a proportion of the participation fee, depending on how long before the start of the event the withdrawal is received: 1. 6 months or more 25%, between 4 and 6 months 50%, between 0 and 4 months 100%.

MEREBO Messe Marketing is entitled to rescind the application contract or to terminate the application contract if the exhibitor opens insolvency proceedings or bankruptcy proceedings or if the company of the exhibitor goes into liquidation. However the full participation fees must be paid.

2. Participation fees and terms of payment

The participation fees are calculated in accordance with the clauses set out in the application form. The fee to be paid by the exhibitor to MEREBO Messe Marketing includes the rent for the space as well as the wide range of services offered by MEREBO Messe Marketing. The deadlines for payment given in the application form or the invoice must be observed. If the stand is allocated within 90 days of the start of the fair, then the full amount is due immediately. If the terms of payment are not met by the exhibitor, MEREBO Messe Marketing reserves the right to cancel the application. If the application is cancelled, the exhibitor is liable for 50% of the participation fees. In case of cancellation within 90 days before the exhibition begins, the full participation fees must be paid.

3. Co-exhibitors and additionally represented organisations

Co-exhibitors and additionally represented organisations must be applied for separately in writing, together with the application for the main exhibitor, and specifying their full addresses.

4. Cancellation or curtailment of the exhibition

MEREBO Messe Marketing shall not be required to refund the participation fees or any part thereof to the exhibitor or be liable for any loss or damage suffered by the exhibitor in the event that the exhibition is cancelled or suspended or the duration of the exhibition is reduced owing to such circumstances beyond MEREBO Messe Marketing's control as may be: - outbreak of war or civil unrest - orders of governmental or statutory authorities - fire, floods and other acts of God strikes by workmen; lockouts.

5. Non-liability

MEREBO Messe Marketing assumes no liability for exhibition items or display material and something like that just as consequential damages. MEREBO Messe Marketing moreover excludes all liability for disadvantages and damages suffered by exhibitors as the result of incorrect catalogue entries and additional services. This does not affect liability on the basis of wilful or gross negligent misconduct. Any liability for ensuring unhindered setting up and taking down of stands is excluded. Non-liability is valid for damage direct or indirect independent of legal ground. Non-liability refers to material, property and personal damage, i. e. damage to body and life. It is valid for the exhibitor as well as for any other persons participating in the exhibition. The non-liability mentioned above is also valid for the other exemptions and limitations of liability of these terms of exhibition which will be effective without restrictions.

6. Warranty

Complaints about any deficiencies in the stand or exhibition area are to be made in writing to MEREBO Messe Marketing immediately on taking over the stand, and at the latest on the last day for setting up stands, so that MEREBO Messe Marketing can remedy such deficiencies. Subsequent complaints cannot be considered, and cannot lead to claims against MEREBO Messe Marketing.

7. Legal venue

The legal venue and place of fulfilment for contractual payments is Hamburg/Germany. Federal German law shall apply to any disputes arising from the contract. This translation is intended only for guidance and information. To the best of our knowledge and belief it is a faithful representation of the German original; however, in the event of divergence between the English and the German text, the German takes precedence.