



BOFAS 2012

The 19th Busan International Food Exhibition

Busan, South Korea

BEXCO – Busan Exhibition and Convention Center

14 – 17 June, 2012

BOFAS 2012 in Busan Over the past 18 years, BOFAS has grown to be a truly international food exhibition showcasing a wide spectrum of products and ideas from around the world. BOFAS 2012 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 250 international exhibitors from around the world will display more than 1,500 products at BOFAS 2012. 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 & North 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 2011

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)	
	Stand Type	Price (EUR)	Stand Type	Price (EUR)
	9 m ² Row Stand	EUR 2950	Row Stand	EUR 280 / m ²
	18 m ² Row Stand	EUR 5850	Corner Stand	EUR 290 / m ²
	27 m ² Row Stand	EUR 8700	Head Stand	EUR 300 / m ²
	36 m ² Head Stand	EUR 11600	Island Stand	EUR 310 / m ²

Up to **6% Early Bird Discount** available until 31st January, 2012 (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	2003	2004	2005	2006	2007	2008	2009	2010	2011
m²	6500	6800	7000	7000	7000	7000	7000	7000	8800

No. of Exhibitors

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Exhib.	78	83	103	117	138	141	171	250	250

No. of Visitors

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Visitors	49830	50487	53.50	54262	59021	57383	59504	55694	59075

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

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Web

Please visit BOFAS 2012 in the Internet



www.bofas.merebo.com

Application Contract BOFAS 2012

19th Busan International Food Exhibition
14 - 17 June, 2012
Busan, South Korea
BEXCO Busan Exhibition & Convention Center
Application Deadline: 30 April, 2012
Early Bird Rates valid until 31 January, 2012

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
<input type="checkbox"/> 9 m ² Row Stand	3 m x 3 m	EUR 2950	EUR 2800
<input type="checkbox"/> 18 m ² Row Stand	6 m x 3 m	EUR 5800	EUR 5550
<input type="checkbox"/> 27 m ² Row Stand	9 m x 3 m	EUR 8700	EUR 8250
<input type="checkbox"/> 36 m ² Head Stand	6 m x 6 m	EUR 11600	EUR 11100
<input type="checkbox"/> Corner Stand	Surcharge of EUR 100 for 9 m ² and EUR 200 for 18 and 27 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 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
<input type="checkbox"/> Row stand (1 side open) min. 18 m ²	EUR 280 / m ²	EUR 270 / m ²
<input type="checkbox"/> Corner stand (2 sides open) min. 36 m ²	EUR 290 / m ²	EUR 280 / m ²
<input type="checkbox"/> Head stand (3 sides open) min. 72 m ²	EUR 300 / m ²	EUR 290 / m ²
<input type="checkbox"/> Island stand (4 sides open) min. 144 m ²	EUR 310 / m ²	EUR 300 / 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, 2011.

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.