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Busan International Seafood & Fisheries EXPO 2021

NOV. 3 (WED) ▶ **NOV. 5** (FRI) **2021**

BEXCO, Busan, South Korea



Host



Organizers



KOREA FISHERY TRADE ASSOCIATION



National Federation of Fisheries Cooperatives

Supporters



Ministry of Oceans and Fisheries



Ministry of Trade, Industry and Energy



Ministry of Food and Drug Safety

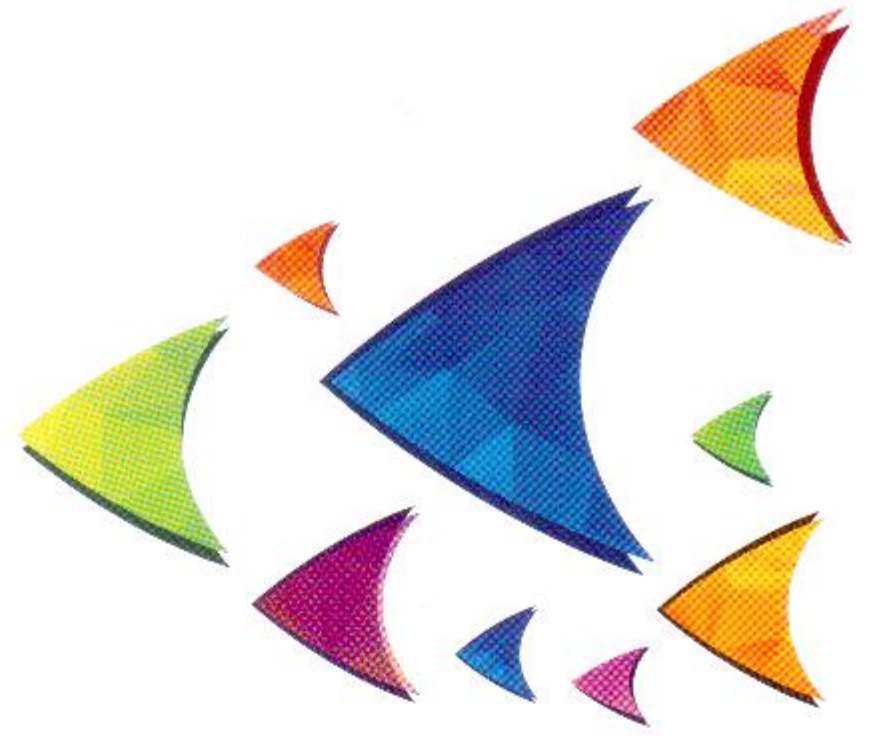


KOREA FISHERIES ASSOCIATION



Korea Overseas Fisheries Association

BISFE 2021



BISFE 2021

One of the top 3 Seafood & Fisheries Trade Fairs in Asia

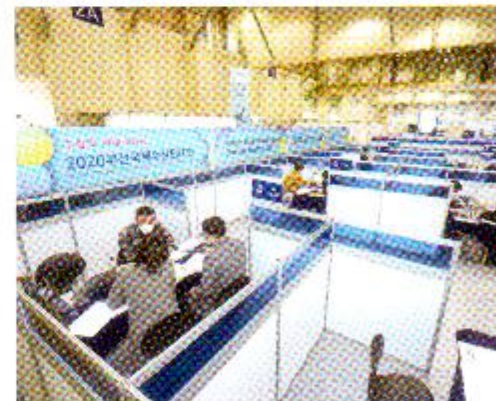
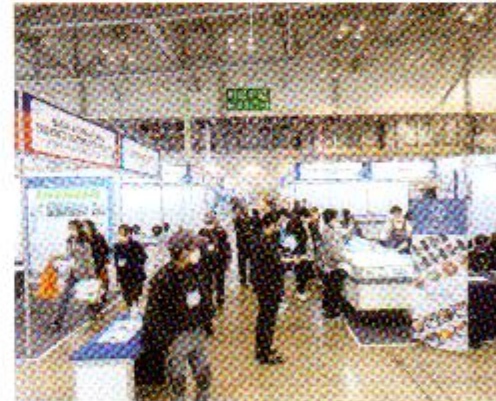
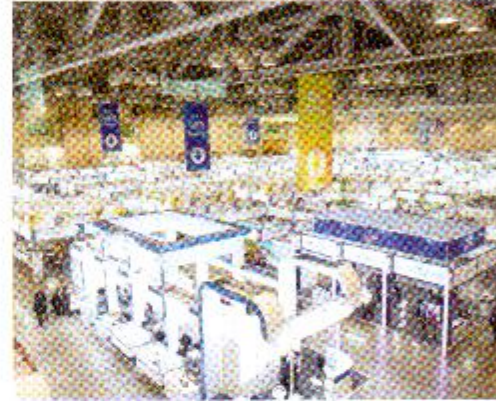
BISFE has been verified by UFI(The Global Association of the Exhibition Industry). It has been recognized for a promising trade show and also has been approved by Ministry of Trade, Industry and Energy for 14 consecutive years from 2008 to 2021. Featuring 420 exhibitors from 20 countries, BISFE is the 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.



01 Exhibition Overview

Title	Busan International Seafood & Fisheries EXPO 2021 [BISFE 2021]
Dates	Nov. 3 [Wed] ▶ Nov. 5 [Fri], 2021, 3 Days
Venue	Hall 1/2/3, Exhibition Center I, BEXCO (26,508㎡)
Figure	420 exhibitors and 1,200 booths from 20 countries
Host	Busan Metropolitan City
Organizers	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives
Supporters	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, Korea Fisheries Associations, Korea Overseas Fisheries Associations

02 Events

International Events	Trade Meeting for Overseas Buyers, MD Meeting, Global Business Meeting, Overseas Exhibitor Industrial Tour, Overseas Buyer Industrial Tour, etc.
Symposium	KOFFST International Conference
Seminars & Workshops	The Korean Aquaculture Workshop, Busan Fisheries Policy Forum, Investment Promotion Seminar, etc.
Auxiliary Events	Drive-Thru Seafood Sales Event, On-line Live Show, etc.
Concurrent Events	Metropolitan City Fisheries Administration Committee Provisional Meeting, Marine Aquaculture Industry Symposium, etc.

03 Exhibition Items



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.



Fisheries Start-up Investment Support / Marine Biotechnology


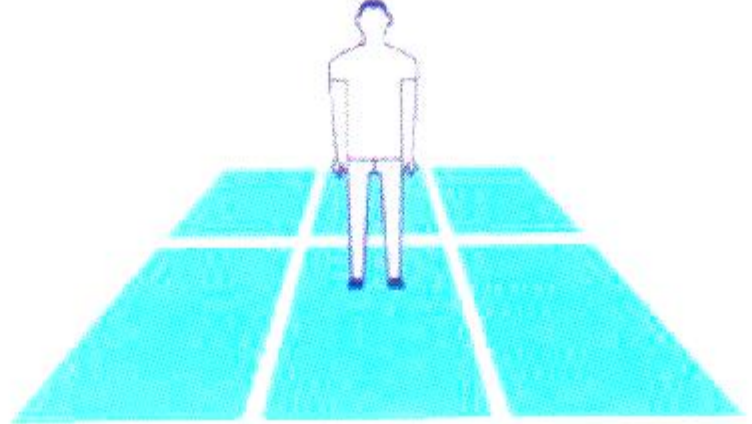
Investment Support for Fisheries Start Up, Cosmetics, phytoplankton, food probiotic, naturally fermented seasoning, new marine bio materials, etc.



Special Pavillion

Smart farming, halal seafood, HMR, MSC, institutional food service

04 Booth Information

Type	Shell Scheme	Space Only
Unit Price	USD 2,300 / 9m ²	USD 1,800 / 9m ²
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 three chairs, floor carpet	Exhibitors are responsible for building a 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	

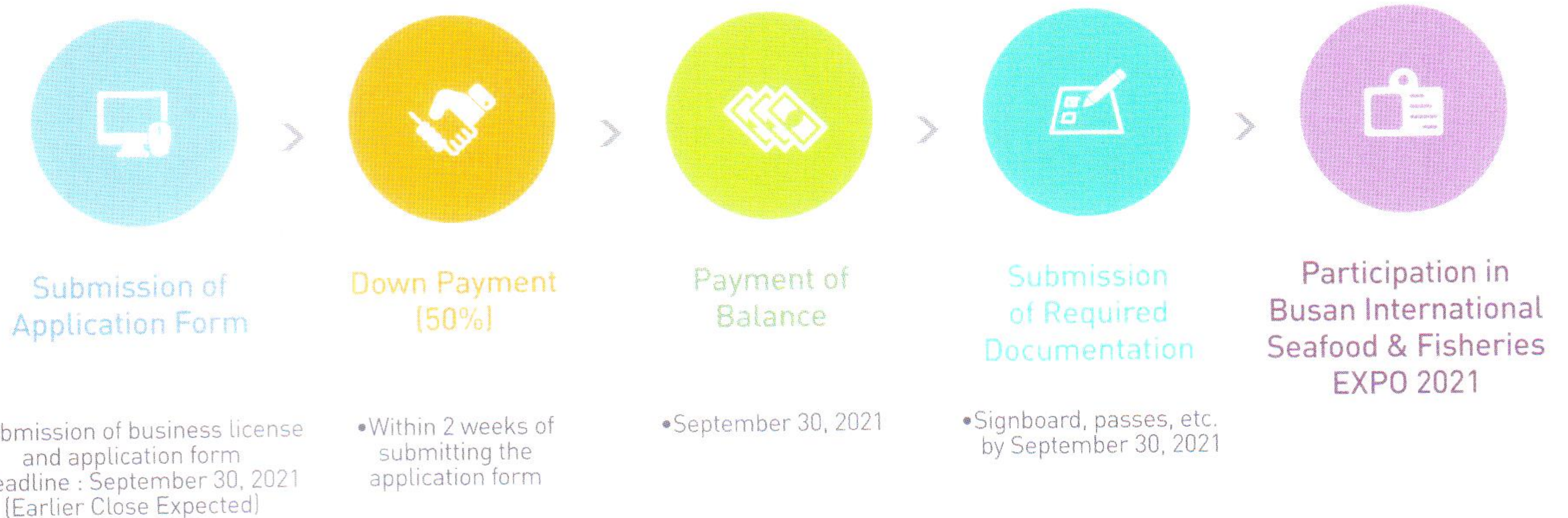
*Booth specification may be subject to change upon installation.

05 Booth Fee Discount

Type	Early Bird Registration Discount			Reparticipation
Due Date	May 31, 2021	June 30, 2021	July 31, 2021	September 30, 2021
Discount Rate	20%	15%	10%	10%

| Account Number for Payment | Busan Bank 320-01-000477-1 (Beneficiary : BEXCO) | Swift Code | PUBBKR2PXXX

06 Application Procedure



07 BISFE 2020 Report

Title	Busan International Seafood & Fisheries EXPO 2020 [BISFE 2020]
Dates	Nov. 5 [Thur] - Nov. 7 [Sat], 2020, 3 Days
Venue	Hall 1/2/3, Exhibition Center I, BEXCO (26,508m ²)
Size	278 exhibitors and 847 booths from 10 countries
Host	Busan Metropolitan City
Organizers	BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives
Supporters	Ministry of Oceans and Fisheries, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, Korea Fisheries Associations, Korea Overseas Fisheries Associations
International Events	BISFE 2020 Trade Meeting, Online Business Meeting, MO Meeting, Overseas Video Conference, Busan Trade Office Los Angeles Video Conference
Academic Event	2020 KOPEST International Conference
Seminars & Workshops	Aquaculture Industry Symposium, The Korean Aquaculture Workshop, Busan Fisheries Policy Forum, International Seafood Trade Forum
Concurrent Events	Cooking Show with a Star Chef and Lunch Box Delivery, Tongyeong Seafood Expo
Untact Events	BISFE 2020 Online Social Sales Event with TMON, YouTube Live Streaming, Drive-Thru Seafood Sales Event

08 Main Figures of BISFE 2020

Classification	2020
Exhibitors	278 [10 countries]
Booths	847
Meeting Amount	USD 49,340 thousand
Contract Amount	USD 10,330 thousand
Visitors	12,842



Press Release



The Opening of Busan International Seafood and Fisheries EXPO on Nov 5

Nov 3, 2020
Yonhap News

Busan International Seafood and Fisheries EXPO, the One and Only Fisheries EXPO, opens

Nov 3, 2020
Seoul Economic Daily

The Only Seafood and Fisheries EXPO in Korea, '2020 BISFE' Opens on Nov 5

Nov 3, 2020
Hankook Ilbo

2020 BISFE in 'With Corona' Era Encourages Fishing Industry and Citizens

Nov 3, 2020
NoCut News

'2020 BISFE', Korea's Only Seafood and Fisheries EXPO, Takes Place

Nov 3, 2020
FnNews

'With Corona' Era, We See 'the Future of Fishing Industry'

Nov 3, 2020
Daily Leaders Economics

Drive-Thru Seafood and Fisheries EXPO

Nov 6, 2020
Busan Ilbo

The Opening of BISFE...
Virtual Business Meetings with Overseas Buyers Hold

Nov 6, 2020
Kookje Daily News



The Opening of Busan International Seafood and Fisheries EXPO with Untact Events and Exhibitions

Nov 5, 2020
KBS

The 18th Busan International Seafood and Fisheries EXPO

Nov 5, 2020
BUSAN MBC



Opening Ceremony



Exhibition Hall



2020 BISFE Online Business Meeting



Drive-Thru Seafood Sales Event, Cooking Show and Lunch Box Delivery, On-line Live Show



Why **BISFE**



**Busan International
Seafood & Fisheries EXPO 2021**
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Busan International Seafood & Fisheries EXPO 2021

Exhibitor Application



Application Due Date	Sep. 30, 2021
Date Received	

1. Exhibitor Information

Company Name			
Representative			
Address			
Products or Services to be Displayed			
Contact Person		Job Title	
Telephone/Mobile		FAX	
E-mail		Website	

2. Participation Fee

(1 booth=3mx3m)

		Unit Price	Requirements	Subtotal	
Raw Space (Space Only)		USD 1,800/booth(9m ²)	() Booths	USD () ▶ Minimum 18m ² are required to apply.	
Shell Scheme		USD 2,300/booth(9m ²)	() Booths	USD ()	
Electricity	Daytime (10:00-17:00)	Single Phase 220V(60Hz)	() KW	USD ()	
		Three Phase 220V(60Hz)	USD 70/KW		() KW
		Three Phase 380V(60Hz)	() KW		() KW
	24 hours	Single Phase 220V(60Hz)	() KW	USD () ▶ Mandatory for freezer / refrigerator users	
		Three Phase 220V(60Hz)	USD 90/KW		() KW
		Three Phase 380V(60Hz)	() KW		() KW
Telephone(Domestic calls only)		USD 80	() EA	USD ()	
Water & Drain		USD 200	() EA	USD ()	
Compressed Air		USD 200	() EA	USD ()	
LAN Cable		USD 150	() PORT	USD ()	
Visitor Reception System		USD 180	() EA	USD ()	
TOTAL				USD ()	

3. Payment

Deadline	September 30, 2021 (First Come First Served Basis)		
Bank Name	Busan Bank	Account No.	320-01-000477-1
Beneficiary	BEXCO	Swift Code	PUSBKR2PXXX

- Please ensure that your company name is stated on your payment.
- Payment Procedure
 - First half payment : 50% of the participation fee when you submit an application form.
 - Second half payment : 50% of the remaining by Sep. 30, 2021

We hereby apply for participation in BISFE 2021 as stated above, and we fully acknowledge and accept all the terms and conditions on the following page.

2021 Representative : _____ Signature : _____

BEXCO, BISFE SECRETARIAT

55, APEC-ro, Haeundae-gu, Busan, Republic of Korea (ZIP 48060) | TEL : +82-51-740-7518, 7519 | FAX : +82-51-740-7640
E-mail : bisfe@bexco.co.kr / bisfekorea@gmail.com

Busan International Seafood & Fisheries EXPO 2021

| Exhibitor Terms and Conditions |



Article 1. DEFINITIONS

1. "Exhibitor" means any person, firm, company or organization who is identified on the front application.
2. "Exhibition" means "Busan International Seafood & Fisheries EXPO 2021[BISFE 2021]."
3. "Organizer" means BEXCO and "Co-organizer" means KOREA FISHERY TRADE ASSOCIATION.

Article 2. APPLICATION & CONTRACT

1. Upon acceptance of the application form by Organizer or Co-organizer, there shall be a contract subject to these Terms and Conditions.
2. A deposit of 50% of the participation fee must be paid with the application form to Organizer or Co-organizer.
3. Exhibitors hoping to make alterations to application or utility services should contact Organizer or Co-organizer immediately. Exhibitors shall be liable for any consequences arising from its failure to do so.

Article 3. PARTICIPATION FEE PAYMENT

1. A shell scheme booth is USD2,300/booth(9m²), and space only is USD1,800/9m². To apply space only, minimum 18m² are required.
2. A 50% deposit of the total participation fee must be paid with the application form to Organizer, and the remaining balance must be paid in full by Sep. 30, 2021.
3. If Exhibitor fails to pay to Organizer any sum of money when due, Organizer shall be entitled to take possession of or exercise a lien over any exhibit, fittings, machinery or other goods belonging to exhibitor which are situated on the booth or in the hall, and Organizer shall have the right to exercise any such lien by sale.

Article 4. PARTICIPATION FEE DETAILS

Participation fee includes booth rental, 24 hour security services, hall passage cleaning, exhibition directory books, etc.

Article 5. BOOTH ALLOCATION

1. Organizer shall allocate the booth under the consideration of order of application and payment received, nationality, products and services to be displayed, booth size, frequency of participation in Exhibition and any other reasonable standards.
2. Organizer reserves the right to amend the floor plan or alter the exact location of the booths allocated to Exhibitor without incurring any liability to Exhibitor thereby.

Article 6. INSTALLATION AND REMOVAL

Installation and removal of Exhibition facilities shall be completed within the designated period. Exhibitor shall pay Organizer for any loss incurred due to delay in installation or any removal damage to Exhibition Hall made by Exhibitor.

Article 7. PROVISION OF INFORMATION TO ORGANIZER

Exhibitor is obliged to provide all information that could reasonably be expected to be of importance in connection with Exhibition such as products to be displayed, booth construction, public relations materials, etc.

Article 8. OCCUPATION OF BOOTH AND STAFFING

Exhibitor must staff their booth during Exhibition hour. Exhibit personnel may not stand in the aisles or hand out materials and must do so only within the allocated booth area. Organizer reserves the right to decline, prohibit or expel and exhibit item or service which is inappropriate or out of keeping with the character of Exhibition.

In the event of a violation, Organizer has the right, without written notice to terminate its contract with Exhibitor, to evict Exhibitor at Exhibitor's own risk and expense.

Article 9. INSURANCE, SECURITY AND SAFTY

Exhibitor must effect at his/her own cost full indemnity insurance against comprehensive general liability and all other usual risks in respect of loss, damage or accident. Organizer will arrange a general site security during Exhibition but will accept no liability for any loss or damage. Exhibits, fabrics and other decorative materials must have proven flame resistance in accordance with Fire and Safety Regulations of BEXCO. Organizer may restrict booth construction or displays when necessary.

Article 10. LIABILITY

Exhibitor will be responsible for all damage to property and for any loss or injury caused by them, their employees, theft or other cause whatsoever, which will indemnify to Organizer against all claims and expenses arising from them.

Article 11. CANCELLATION BY ORGANIZER

Organizer may cancel all or any part of Exhibition for any reason beyond its reasonable control, in which case Organizer will refund to Exhibitor a pro rata portion of any participation fees already paid to Organizer.

However, in case of compelling reasons in particular force majeure, Organizer is entitled to postpone, shorten, partially or completely close or to cancel Exhibition, if and as far as the reasons are not in Organizer's responsibility. In this case, Exhibitor is not entitled to receive any reimbursement, and Exhibitor shall not have any claim against Organizer in respect of any loss or damage.

Article 12. CANCELLATION BY EXHIBITOR

1. Exhibition participation contract may be terminated by Organizer when Exhibitor either wishes to cancel his/her booth booking or fails to meet any of the payment obligations on the participation contract, then Organizer reserves the right to cancel the contract.
2. If Exhibitor wishes to cancel the participation, request for reduction of booths, a written notice of such wish must be forwarded to Organizer 60 days prior to opening of Exhibition, and the previous deposit is not refundable.
3. The cancellation of participation to Exhibition or reduction of booths within 60 days to the opening day of Exhibition is not permitted. If Exhibitor withdraws Exhibition due to circumstances beyond control, Exhibitor must pay 70% of the participation fee in cash to Organizer. If the cancellation is within 30 days to the opening day of Exhibition, 100% of the participation fee must be paid to Organizer in cash. If booth space is reduced, the net reduction will be treated as cancellation of that booth space.

Article 13. SUPPLEMENTARY REGULATION

Organizer reserves the right to add or amend the terms and conditions when necessary. Exhibitors shall accept the additions, amendments and the regulation of BEXCO, and consider them as part of this "Exhibition Terms and Conditions".

Article 14. SETTLEMENT OF DISPUTES

Any disputes that might occur between Organizer and Exhibitor concerning this "Exhibition Terms and Conditions" or mutual rights and obligations shall follow the decision of the competent court of the host.

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