

# DAEJEON INTERNATIONAL WINE FESTIVAL

Aug. 23 | Fri | – Aug. 25 | Sun |  
Daejeon Convention Center, Daejeon, South Korea

## Concurrent Events

- \* Asia Wine Trophy (Aug. 18~21)
- \* Asia Wine Conference 2019 (Aug. 19~25)
- \* 15th Korea Best Sommelier Contest (Aug. 23~24)

Organizer  Daejeon International  
Marketing Enterprise

Sponsor  DAEJEON  
METROPOLITAN CITY  KOREA  
TOURISM  
ORGANIZATION

# Daejeon International Wine Festival 2019

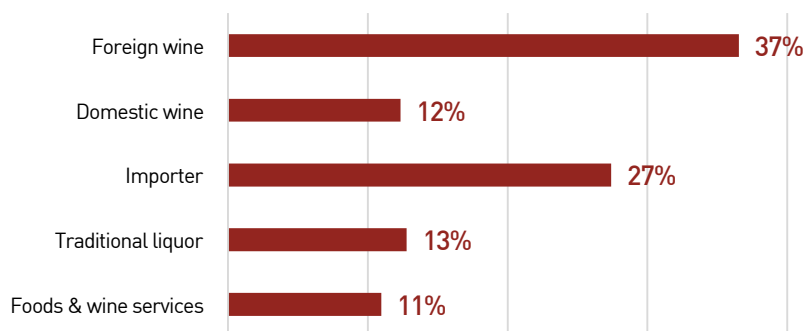


## Overview

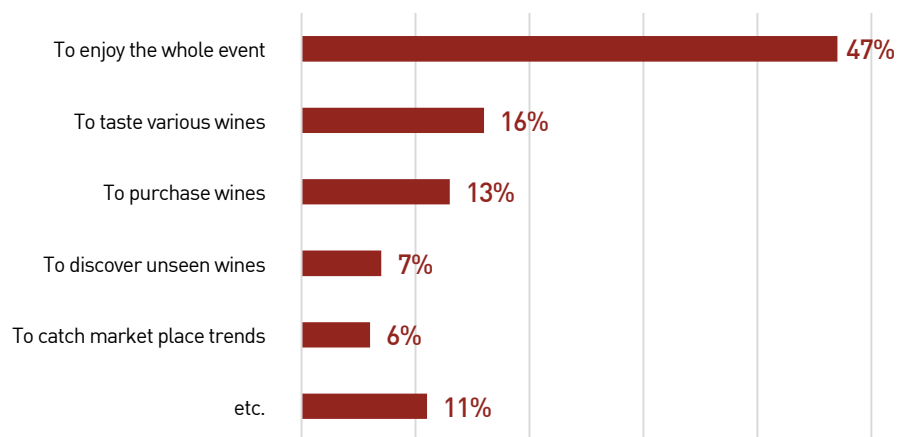
- **Date** | Aug. 23(Fri) ~ 25(Sun), 2019
- **Venue** | Daejeon Convention Center, Daejeon, Republic of Korea
- **Organizer** | Daejeon International Marketing Enterprise
- **Sponsor** | Daejeon Metropolitan City, Korea Tourism Organization
- **Exhibit Categories** | Wine, Spirits, Wine Tourism, Wine Education, Wine Accessories & Equipment, Friends of Wine
- **Expected visitors** | 70,000

## The result of Daejeon International Wine&Spirits Fair 2018

- **Exhibitor Categories**

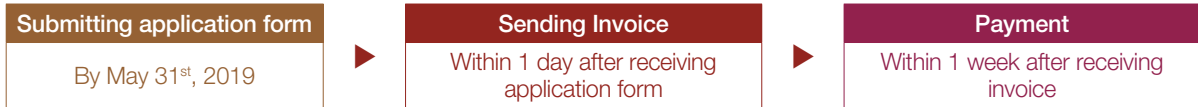


- **Visitors' motives for attending the event**



## Booth Participation Guide

- Application Process



- How to Apply | Online : [www.djwinefair.com](http://www.djwinefair.com) / E-mail : [djwinefair@gmail.com](mailto:djwinefair@gmail.com)
- Exhibition fees (Please, refer to the application form for AV equipment)

Type	Area	Price(VAT not included)	
		Standard	Early Bird
Booth space only	3m X 3m	US \$400 / booth	US \$300 / booth
Shell stand	3m X 3m	US \$600 / booth	US \$500 / booth

※ Early Bird Application by April 30th, 2019

※ Shell stand specification : 2 tables, Carpeted floor, 1 signboard, 1kw daytime electricity, spotlights, 1 desk, 4 chairs, 1 ice bucket

※ Bank Transfer

\* SWIFT BIC CODE : KOEXKRSEXXX

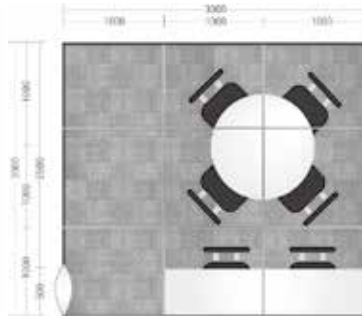
\* BANK NAME : KEB HANA BANK

\* Beneficiary AC NO : 622 910007 28404

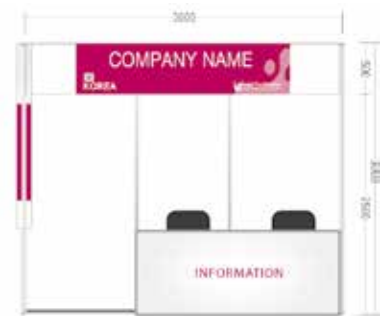
\* Beneficiary Name : Daejeon International Marketing Enterprise

## Stand details and Venue

### Shell stand image(example)



▲ Top View



▲ Front View

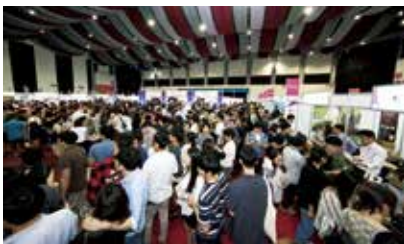
### Venue

- Daejeon Convention Center



# Wine and Beyond

Daejeon International Wine Festival! What is different?



## The biggest wine event in Korea

- More than 70,000 visitors and exhibitors from more than 16 countries
- In addition, the biggest free tasting zone in Asia (10,000 labels)



## Attractive wine event platform

- Starting from the Asia Wine Trophy, which is the largest wine competition and the only OIV wine competition in Asia
- Concurrently held with Asia Wine Conference and Korea Best Sommelier Contest
- They all come together to be interactive with and the most effective event for the exhibitor and visitor



## Business-focused programs

- Online business matching with buyers
- Arrangement of B2B meeting with local exhibitors(importers)

## Exhibitor Support and benefits



**Accommodation**  
(1 room 4 nights,  
breakfast incl.)



**Custom  
clearance & domestic  
transport**



**Support for  
conduction master class**  
(Venue and operating personnel)



# Pre- and concurrent events

## Asia Wine Trophy 2019

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Asia wine Trophy is the largest and only OIV wine competition in Asia. The patronage of the OIV brings with it high quality standard and strict controls on tasting implementation. This year, the Asia Wine Trophy enters its 7th year. The jury members are coming from more than 20 countries, but mostly from Asian countries. They are buyers, sommeliers, wine journalists, wine educators and hoteliers.

The award-winning wines will be promoted through various channels such as tasting events, Korean media report, wine shops and Asia & Europe wine professional media as well as related websites ([www.asia-wine-trophy.com](http://www.asia-wine-trophy.com), [www.djwinefair.com](http://www.djwinefair.com)) and social media.

### Overview

- **Date** | Aug. 18(Sun) ~ 21(Wed), 2019
- **Organizer** | Daejeon International Marketing Enterprise & DWM (Organizer of Berlin Wine Trophy)
- **Patronage** | OIV(Organisation Internationale de la Vigne et du Vin)  
VINO FED(World Federation of Major International Wine & Spirits Competitions)
- **Awards** | Grand Gold, Gold, Silver(Below 30% of the total number of evaluated wines under the rules of OIV)
- **Benefits** | Award-winning wines will be presented at Festival and by various Asian wine media and given the opportunity for the promotion by Road Shows.

※ Medal-stickers are available for award-winning wines.



## Asia Wine Conference 2019

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More than 50 master classes and seminars taking place during the days of Asia Wine Trophy and Daejeon Int'l Wine Festival draw attention to Asian wine experts.

### Overview

- **Date** | Aug. 19(Mon) ~ 25(Sun), 2019 / 7days
- **Venue** | Daejeon Convention Center, Daejeon EXPO Plaza
- **Speakers** | Asia Wine Trophy judges, invited speakers
- **Program** | Seminars, Master Classes



## Korea Best Sommelier Contest

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During the days of Daejeon Int'l Wine Festival, the organizer of the fair holds the Korea Best Sommelier Contest in cooperation with the Korea International Sommelier Association, a member of the ASI(Association de la Sommellerie Internationale).

### Overview

- **Date** | Aug. 23(Fri) ~ 24(Sat)
- **Venue** | Daejeon Convention Center
- **Edition** | 15<sup>th</sup>





107, Expo-ro(4-19, Doryong-dong), Yuseong-gu, Daejeon 34125, Republic of Korea

TEL +82-(0)42-250-1353 / 1349 E-mail [djwinefair@gmail.com](mailto:djwinefair@gmail.com)

Website [www.djwinefair.com](http://www.djwinefair.com)

