



# Xplore innovation mission

**SOUTH KOREA**

27-31 october

Global ● ● ●  
**ALLIANCE**  
FOR **FOOD**

# Mission Overview

The South Korea Foodtech Innovation Mission, taking place from **October 27 to 31, 2025**, is a strategic initiative led under the **Global Alliance for Food** framework. The mission aims to explore one of Asia's most dynamic innovation ecosystems in the agri-food sector and strengthen commercial and technological ties between Spain, Europe, and South Korea.

Over the course of five days, participants will engage in a high-level program combining **institutional briefings, business matchmaking, company visits**, and exposure to **leading foodtech trade events**. With the support of ICEX Spain, Foodpolis (the Korean National Food Cluster), Food & Bio Cluster Denmark, and COEX Food Week, the mission is designed to provide, Danish, Spanish and European companies with first-hand market insights, access to key innovation players, and real opportunities for collaboration.

The agenda includes meetings with Korean companies and public institutions, visits to state-of-the-art R&D and smart farming facilities, and participation in Korea's most relevant food industry exhibition. In addition, cultural experiences and networking sessions will facilitate meaningful relationships and help participants better understand the Korean business environment.

This mission offers a unique opportunity to position innovative food companies within one of Asia's most technologically advanced and rapidly evolving markets.



# Why South Korea?

South Korea stands out as one of **Asia's most dynamic and technology-oriented food markets**. With strong government backing and an ambitious national Foodtech Development Plan (2023–2027), the country is investing heavily in innovation to address challenges such as labor shortages, aging farmers, and rising consumer expectations for healthier, more sustainable, and personalized food options. Initiatives like Foodpolis, the National Food Cluster, offer world-class infrastructure and support to foreign companies interested in testing, developing, or manufacturing food products in Korea.

At the same time, Korean consumers are highly digital, brand-sensitive, and eager to adopt new trends, making the country an ideal testbed for **functional foods, alternative proteins, upcycled ingredients**, and **smart retail solutions**. With an advanced e-commerce ecosystem and a strong emphasis on R&D, Korea offers European companies real opportunities for collaboration, co-innovation, and market access, not just domestically, but also as a strategic gateway to the broader Asia-Pacific region.



# Agenda

**27th  
Oct  
Seoul**

- 14:00 Official meetup with the **Ministry of Agriculture and Food and rural affairs - South Korea**
- 17:00 **Delegation dinner**

**28th  
Oct  
Seoul**

- 10:00 Visit Organization: **Korea Food Promotion Institute (KFPI)**
- 12:00 **Delegation lunch**
- 14:00 Visit **Food Week Korea** exhibition: scope the booths and participants
- 17:00 Dinner (not covered)

**29th  
Oct  
Seoul - Iksan**

- 10:00 **Food Week Korea** - Matchmaking sessions
- 14:00 Participate the **15th International Conference**
- 18:00 Move to **Iksan**
- 20:00 Dinner (not covered)

**30th  
Oct  
Iksan**

- 10:00 Visit **Harim First Kitchen**
- 12:00 Lunch (not covered)
- 13:00 Tour of **Foodpolis**: Packaging center, Pilot plant, Functional ingredient facilities, Startup center
- 16:00 South Korea-EU **Startup Pitching Session**
- 18:00 **Networking dinner**

**31st  
Oct  
Iksan - Seoul**

- 09:00 Drive to **Suwon City**
- 11:00 Lunch (not covered)
- 12:00 Tour of **CJ CheilJedang labs** (Blossom Park)
- 14:00 **Solution Talk Session** - Increasing sustainability in the Food Industry
- 16:00 Closing Session
- 17:00 Estimated arrival to the International Airport



# Mission's highlights:



Ministry of Agriculture,  
Food and Rural Affairs

MAFRA is the main government body overseeing agricultural policy, rural development, and the promotion of food innovation in South Korea. It plays a leading role in smart farming initiatives and foodtech policy design.

**Relevance to the mission:** MAFRA defines national priorities for agri-food innovation, including support programs for smart farms and export-driven production. Its policies shape the regulatory and investment environment for foreign foodtech companies.



The **Korean Food Promotion Institute (KFPI)**, a non-profit under the Ministry of Agriculture, Food and Rural Affairs, focuses on globalizing Korean cuisine, offering culinary research, education, and promotion services. It supports Korean restaurants abroad and helps develop cultural and gastronomic programs.

**Purpose of the visit:** To connect with Korea's official food promotion and export ecosystem, explore branding and trade support channels, and assess opportunities for culinary collaboration, product testing, and market entry services.



# Mission's highlights:

## FOOD WEEK KOREA

- 제 20회 서울국제식품산업전 -

**Food Week Korea** is South Korea's leading food and beverage trade exhibition, held annually in Seoul. The event brings together a wide range of companies, from foodtech startups to major manufacturers, showcasing innovations in ingredients, machinery, packaging, and smart food solutions. With over 1,000 exhibitors and numerous international attendees, it serves as a key platform for industry networking, market exploration, and trend discovery.

**Purpose of the visit:** To explore Korea's dynamic food industry landscape, identify innovation trends, connect with potential partners or distributors, and position participating companies within the broader Asia-Pacific foodtech ecosystem.

## First Kitchen

Harim

**Harim First Kitchen** is a state-of-the-art food production and logistics complex developed by Harim Group within the Iksan National Food Cluster. It integrates three specialized production facilities, dedicated to sauces, instant rice, and noodles, alongside an advanced fulfillment center that enables direct-to-consumer distribution without intermediaries. This vertically integrated model showcases Harim's commitment to innovation, food safety, and rapid delivery, reflecting current consumer demands for quality, convenience, and traceability.

**Purpose of the visit:** To explore a benchmark example of large-scale food manufacturing and smart logistics in South Korea, and understand how advanced automation, integrated supply chains, and consumer-focused innovation are transforming the agri-food industry.



# Mission's highlights:



Foodpolis – Korea National Food Cluster is South Korea's flagship agri-food innovation hub, located in Iksan and backed by the Ministry of Agriculture, Food and Rural Affairs. It offers world-class infrastructure for food R&D, processing, and packaging, along with regulatory support and tax incentives for domestic and foreign companies. With shared-use pilot plants, analysis labs, and business incubation facilities, Foodpolis is designed to accelerate product development and international market entry in a collaborative environment.

**Purpose of the visit:** To discover the public innovation infrastructure available to international foodtech companies, learn about opportunities for R&D cooperation, market testing, and soft landing in Korea, and explore partnerships with resident firms and institutions within the cluster.



CJ CheilJedang began with sugar and flour production and has grown into a global company. Now part of the CJ Group, it operates across four main sectors: food and food services, biotechnology, logistics/retail, and entertainment/media. It is a global leader in Korean food through its flagship brand bibigo, and also a pioneer in bio-based industries thanks to its advanced fermentation technologies. With operations in more than 100 countries, CJ CheilJedang aims to share Korean flavors and promote sustainable, healthier living worldwide.

**Purpose of the visit:** To gain insight into CJ CheilJedang's foodtech innovation strategy and leadership in food and biotechnology, and explore potential collaborations in R&D and product development. The visit also aims to identify areas for future partnerships, particularly in the fields of fermentation technology, plant-based innovation, and global market scaling.



# This mission is organised by:



and its members:



with the support of:



## What is the Global Alliance for Food?

The Global Alliance for Food is an ambitious initiative aimed at **establishing a common framework for collaboration among international food clusters**. Its primary goal is to transform the food sector into a more sustainable and innovative industry. By **fostering global partnerships** and leveraging collective expertise, the Alliance seeks to accelerate advancements in sustainable food practices and technologies, driving the sector toward a more resilient, environmentally conscious and profitable future.



# Join the mission!

To join the mission, please complete [this form](#) by 30 September:

[Register here](#)

Once you have completed the registration form, **a team member will contact you with payment instructions. Participation in the mission will be confirmed only after Food & Bio Cluster Denmark has validated both your registration and payment;** a confirmation email—along with the invoice for payment— will follow to formally confirm your enrollment in the mission.

## General Costs

The participation fee is **€950 per person (VAT not included) for companies affiliated with one of the Global Alliance for Food clusters.\*** The fee includes:

- Organisation and coordination of the international mission.
- 2 Delegation dinners in South Korea.
- K-Food Cooking session.
- Matchmaking session in Food Week Korea.
- Entry to 15th International Conference within Food Week Korea.
- Transportation to Iksan and back to Seoul.
- Translation and interpretation services (Korean to/from English) to support communication and ensure smooth interactions throughout the program.

This fee ensures full participation in all scheduled activities and covers the primary services associated with the mission as described in the agenda.

**Not included: Excluded: international flights to South Korea, accommodation, daily allowances, and any local transportation not specified in the agenda.**

*\* For any questions, comments, or for pricing and participation of companies not affiliated with Food & Bio Cluster Denmark, please contact Susanne Baden Jørgensen, [sbj@foodbiocluster.dk](mailto:sbj@foodbiocluster.dk)*





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