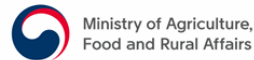




2025
K-EXPO CANADA
All about K-style



The 1st K-EXPO in North America

Driving Exports of K-Content and Related Industries

Hallyu Content Exposition featuring 4 government ministries, 5 agencies, and 61 firms.
 Opportunities for participants to explore local market entry and achieve tangible results through B2B export consultations with local buyers, B2C exhibition zones, and a K-POP concert featuring global Hallyu artists.

Total Visitors | apx. **75,000**

Total Participating Firms | apx. **400**

Export Consultation Value | apx. **\$700M**

2025 CANADA



2022 Vietnam



Buyers from Vietnam, Indonesia, Thailand, Malaysia
 Reached export consultations worth \$46.5M
 K-Content experience zone attracted over 23k visitors

2024 France



First comprehensive Hallyu event held in Europe
 Participation from 50+ Korean firms, reached export consultations worth \$204M
 B2C exhibition attracted over 26k visitors

2024 Indonesia



147 companies in content related industries
 40 content firms, SEA region
 Export consultations amounted to \$91M, 28 MOUs
 K-POP concert drew audience of over 43k

2023 Thailand



155 Korean companies in content, beauty, food, and more
 Export consultations reached \$190M
 B2C experience and concert attracted over 26k visitors

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theexpo.com



Visit our website for full details on participating companies.

Animation / Character

ANYZAC | Art Licensing | ATOONZ | AURORA WORLD | COCKTAIL MEDIA
DANKONG | EYESCREAM STUDIO | GARNET PICTURES | Grafizix
HEROS entertainment | KENAZ | LollyJossCompany | QTIZZ | ROI VISUAL
SPEXTRUM | STUDIO TNT | STUDIO WBABA | TOY TRON | WHYJ CONTENTS

Broadcasting

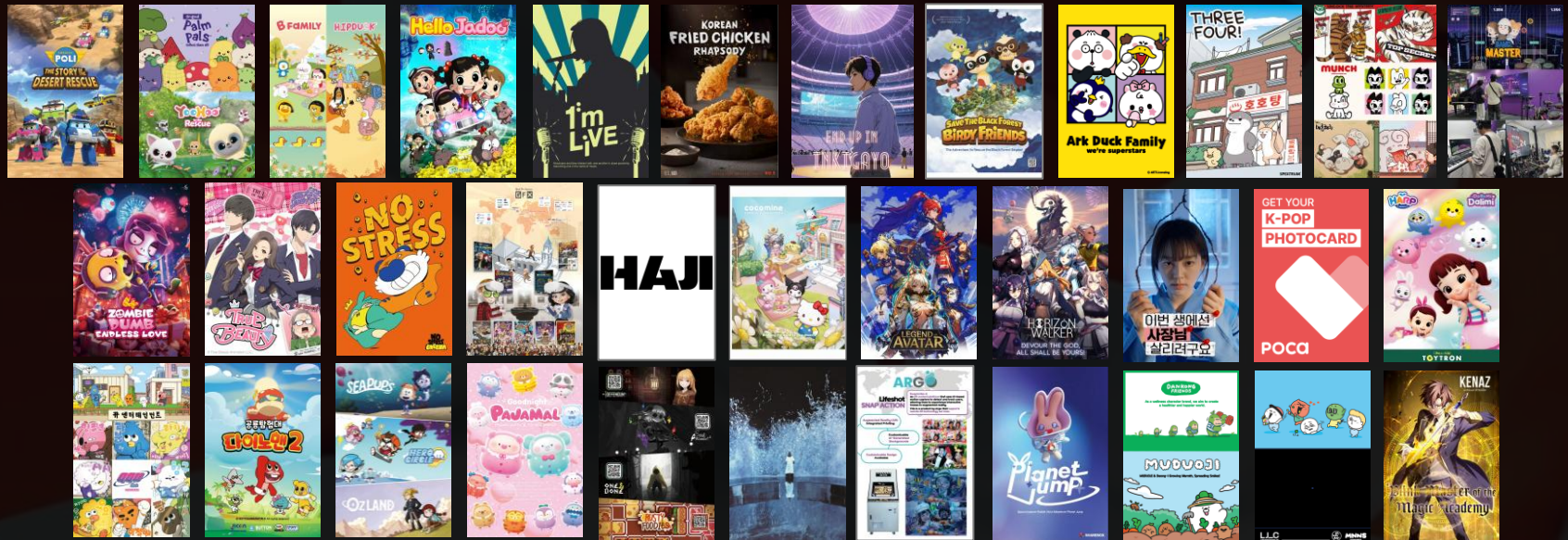
AK Entertainment | ArirangTV | Contents Sero | Eltv | HAJI WEMAD

Game

BILLIONAIRE GAMES | EMOTIONWAVE | GENTLEMANIAC | GONGGAMORE | SKYWALK

Tech-Converged Content

ARGO | SHAREBOX | THE GREAM



2025 K-EXPO CANADA

All about K-style

at Korea Agro-Fisheries & Food Trade Corp.

ASIAN FOOD SERVICE | CAPTAINBONG Co.,Ltd. | CHEONG A GOOD FOOD Co.,Ltd. | Dashimachonbok Fishery Corp.
 DONGHWA FOOD | DONGLIM SEAFOOD CORPORATION | Haesarang | HOSAN CO., LTD
 OLLEBADANG FISHERMEN'S UNION CORPORATION | SEOUL FOOD,Co.,Ltd.

ASIAN FOOD SERVICE
at HoSan
HOSAN CO., LTD

Signature Product



Roasted Sea Laver (Gim)

Roasted Sea Laver (Gim) is a traditional Korean snack. It is made from natural seaweed and is rich in fiber and minerals. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium. The product is made from high-quality seaweed and is roasted to perfection. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



IQF & Half-shell Oyster

Our IQF (Individual Quick Frozen) oysters are carefully selected from their natural habitat and are frozen to preserve their freshness and quality. They are a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

ASIAN FOOD SERVICE

Signature Product



Crispy Baked Fish Seaweed Snacks

High protein, healthy snacks made from seaweed, fish meal, and premium seaweed extract. Available in three flavors: Original, Cheese, and Sesame. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



USDA ORGANIC Seaweed Snacks

Made with 100% organic seaweed, it is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

SEOUL FOOD, Co., Ltd.

Signature Product



PREMIUM EOMUKFISH CAKE HOTPOT (WITH POWDER SOUP)

Our premium eomukfish cake hotpot is made from high-quality eomukfish and is served with a delicious powder soup. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.




SQUASH EOMUKFISH CAKE WITH SKEWER

Highly protein-rich eomukfish cake with skewer, making it a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.


DONGHWA FOOD

Signature Product



White Salted Pollack Roe

High-quality white salted pollack roe, which is a traditional Korean delicacy. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



Salted & Seasoned Octopus

Our salted and seasoned octopus is made from high-quality octopus and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

hanolle
OLLEBADANG FISHERMEN'S UNION CORPORATION

Signature Product



JEU MACKEREL FILET

Handmade mackerel fillet, which is a traditional Korean delicacy. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



JEU HAITAIL

Handmade haitail, which is a traditional Korean delicacy. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

CAPTAINBONG Co.,Ltd

Signature Product



Soy sauce marinated crab

Our soy sauce marinated crab is made from high-quality crab and is served with a delicious soy sauce. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.




Spicy sauce marinated crab

Our spicy sauce marinated crab is made from high-quality crab and is served with a delicious spicy sauce. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

CHEONG A GOOD FOOD Co.,Ltd.

Signature Product



Seasoned Pollack Roe

Our seasoned pollack roe is made from high-quality pollack roe and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



Seasoned Small Octopus

Our seasoned small octopus is made from high-quality octopus and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

Haesarang

Signature Product



Organic Seaweed Original Flavor (Qg) SPI POUCH TYPE

Our organic seaweed original flavor pouch is made from high-quality seaweed and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



Organic Seaweed Vinegar Flavor (Qg) SPI POUCH TYPE

Our organic seaweed vinegar flavor pouch is made from high-quality seaweed and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

Dashimachonbok Fishery Corp.

Signature Product



Seasoned half dried Abalone

Our seasoned half dried abalone is made from high-quality abalone and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



Abalone Love Loquat

Our abalone love loquat is made from high-quality abalone and loquat. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

DONGLIM SEAFOOD CORPORATION

Signature Product



Frozen Tobiko/Masago

Our frozen tobiko/masago is made from high-quality tobiko/masago and is served with a delicious seasoning. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.



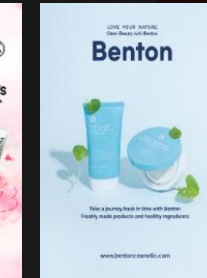
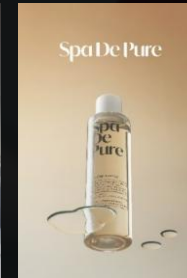
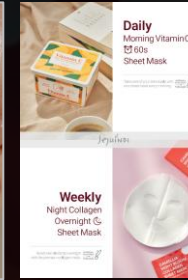
Abalone Love Loquat

Our abalone love loquat is made from high-quality abalone and loquat. It is a healthy and delicious snack that can be enjoyed as a side dish or a main course. It is also a good source of iodine and calcium.

2025 K-EXPO CANADA All about K-style



Aethera Global Co., Ltd | Antib Co., Ltd. | Benesent Corp. | Benton Inc. | Bstarlit Co.,Ltd. | Cellicon Lab Inc.
 COTREE CO., LTD | DM&C CO., LTD | GRACECLUB CO.,LTD. | HARAN COS LAB Co., LTD | INGR Inc.
 JEJU INDI CO., LTD. | LILLYCOVER Co., Ltd. | LUNABELLA | The BKor, Inc. | UNIJEJU Co.,Ltd. | VANDA DNH INC.



B2C Event Venue

@Meridian Hall

1F. MAIN GATE & MAIN LOBBY



1F. MAIN LOBBY & OUTSIDE



B2C Exhibition Plan

Main Gate · Photo Zone

Information

Convergence Zone

Broadcast X Beauty X Webtoon

Agricultural & Marine Products X Content

Cooking Show

Exhibition Zone

Game

Travel

Fisheries

New Technology Content

Cultural Products

Animation · Character

Beauty

Lounge

Main Stage

K-POP Concert

All About K-style **CANADA** K-POP CONCERT & K-COOKING SHOW



K-POP CONCERT

Date August 10(SUN), 2025
 Time 7PM-9PM
 Location Meridian Hall (Main Auditorium)
 Lineup BamBam, CRAVITY, FIFTY FIFTY
 + Performance by Toronto Cover Dance Team
 Tickets 1st open on July 23rd

K-COOKING SHOW

Date August 9(SAT) – 10(SUN), 2025
 Time 1PM-2PM & 4PM-5PM
 Location Meridian Hall
 Lineup Chef Raymon Kim & Actor Ryu Soo Young

All About K-style **CANADA B2C** Exhibition Key Participants Program

DAY 1 AUG. 9 (SAT)

15:30~17:00
@Meridian Hall

15:30~16:00 **B2C Exhibition Tour**
16:00~16:30 **K-Cooking Talking Show by Ryu Soo Yong**
16:30~17:00 **Tea Break**

DAY 2 AUG. 10 (SUN)

15:30~21:00
@Meridian Hall

15:30~16:00 **B2C Exhibition Tour**
16:00~16:30 **K-Cooking Talking Show by Ryu Soo Yong**
16:30~17:00 **Tea Break**
19:00~21:00 **K-POP Concert**



Ryu Soo Yong

DAY 3 AUG. 11 (MON)

17:00~20:00
@Delta Hotels
Toronto

17:00~18:00 **B2B Business Meeting Zone Tour**
18:00~18:30 **Tea Break**
18:30~20:00 **Networking Reception**



All About K-style **CANADA** B2C Exhibition Event Program

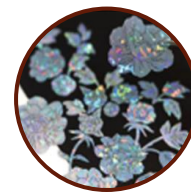
2F MEZZANINE

- 1. K-FOOD SHOW** (Twice a Day)
- 2. BEAUTY PLAY - K-MAKEUP SHOW** (Twice a Day)
- 3. AR PHOTO BOOTH: K-VIBES, CAPTURED!**
Take pics with the Korean background of your choice.

1F MAIN LOBBY

- 1. ONE DAY PASS EVENT**
Present your Korean name and receive a custom transport card.
- 2. PHOTOISM BOOTH: CAPTURE THE MOMENT!**
Take a 4-cut photo and bring home a fun photo strip souvenir.

- K-POP Concert Ticket
- Keyring Pouch
- Gonggi Pebbles
- Glass Marbles
- Mother-of-Pearl Sticker



B1F LOWER LOBBY

- 1. REWARDS ZONE**
Fill out the One Day Pass to draw lots and win gifts.
- 2. PLAYGROUND**
Traditional Korean games like gonggi, jegichagi, and ddakji. Receive fun Korean souvenirs.
- 3. FIND THE HIDDEN STICKERS GAME**
Find and take pictures of the 5 hidden stickers and receive a Korean Traditional Fan.
- 4. RECEIPT PHOTO BOOTH**
Take unique and funny photo strips to remember the moment.

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EVENTS

Get Your Custom Fan!

- Take photos of any 5 icons **hidden around the booths.**

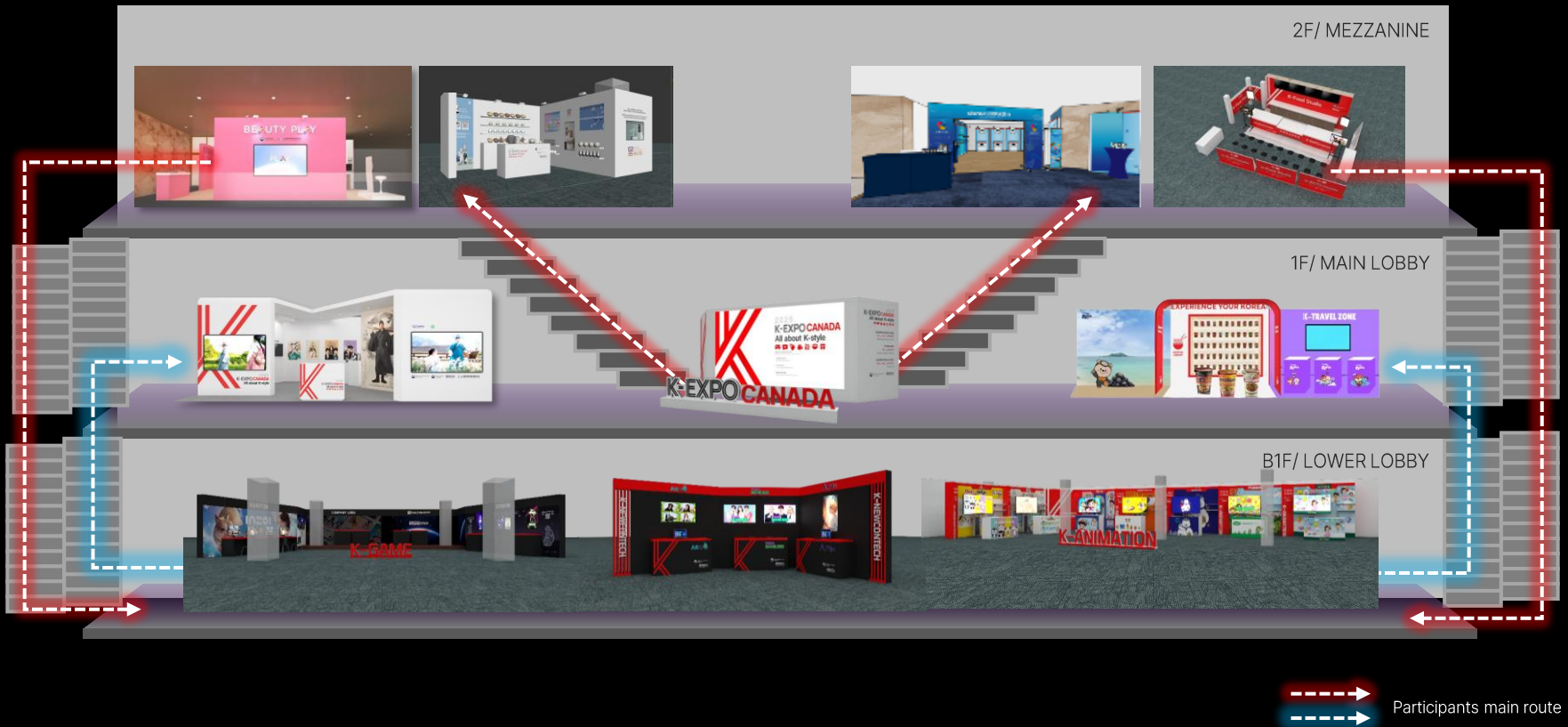
- Show proof of your **5 photos.**
- Receive your **custom fan.**
- Complete our survey to get **your Korean name** written beautifully by a calligraphy artist.



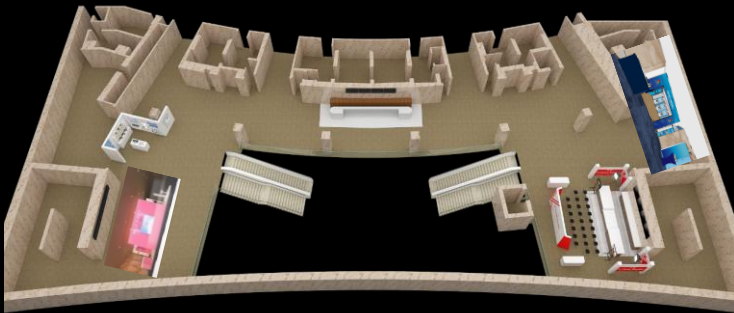
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K-EXPO CANADA

All About K-style **CANADA** B2C Exhibition Hall



All About K-style **CANADA** B2C Exhibition Hall



2F/ MEZZANINE @Meridian Hall



Example) K-Content x K-Food Convergence ZONE
(Participation by Korea Agro-Fisheries & Food Trade Cooperation, ELTV)



Example) K-Beauty Products ZONE
(Participation by Korea Cosmetic Industry Institute)



Example) K-Cultural Products ZONE
(Participation by National Museum Foundation of Korea)

2025 K-EXPO CANADA All about K-style

B2C Event Venue @Meridian Hall

* Exhibition zone layout to be finalized after consulting with organizers/participants

All About K-style CANADA B2C Exhibition Hall



1F/ MAIN LOBBY @Meridian Hall



Example) K-Content Media Wall
(Participation by K-Content productions)



Example) K-Tavel Products ZONE
(Participation by Korea Tourism Organization)



Example) K-Drama x K-Webtoon x K-Beauty Convergence ZONE
(Participation by Korea Cosmetic Industry Institute)

All About K-style **CANADA** B2C Exhibition Hall



B1F/ LOWER LOBBY @Meridian Hall



Example) K-New Technology Convergence Content Experience ZONE



Example) Business Lounge / Rest & K-Mini Game Experience ZONE

All About K-style **CANADA** B2C Exhibition Hall



Example) K-Animation Content Experience ZONE



Example) K-Game Content Experience ZONE

B2B Venue

@Delta Hotels by Marriott Toronto

3F. SOCO Ballroom – K-Content



2F. Kensington Junior – K-Cosmetics & K-Seafood



B2B Exhibition Plan

Main Gate

Information

Business Matching Zone

K-Content

K-Cosmetics

K-Seafood

Buyer Lounge

Community Space

Networking Lounge

MOU Signing Ceremony

All About K-style **CANADA** B2B Business Matching Area

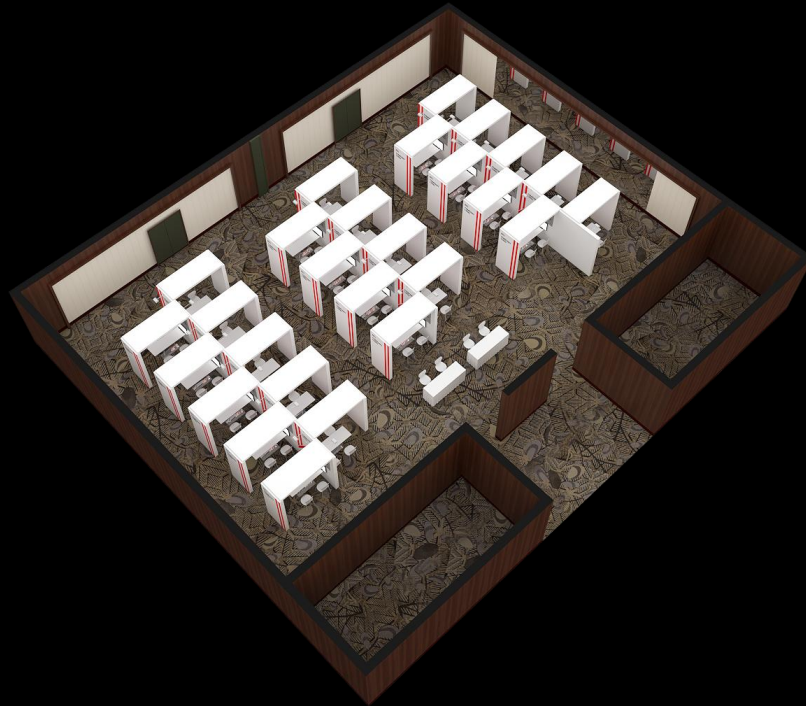
BUSINESS MATCHING SCHEDULE

TIME	B2B DAY 1 8. 11.(MON)	B2B DAY 2 8. 12.(TUE)
08:00-09:00	SET-UP	SET-UP
09:00-09:30	REGISTRATION	REGISTRATION
09:30-10:10	MEETING (1)	MEETING (11)
10:10-10:50	MEETING (2)	MEETING (12)
10:50-11:30	MEETING (3)	MEETING (13)
11:30-12:10	MEETING (4)	MEETING (14)
12:10-13:30	BREAK	BREAK
13:30-14:10	MEETING (5)	MEETING (15)
14:10-14:50	MEETING (6)	MEETING (16)
14:50-15:30	MEETING (7)	MEETING (17)
CONVERGENCE MEETING		
15:30-16:10	MEETING (8)	MEETING (18)
16:10-16:50	MEETING (9)	MEETING (19)
16:50-17:30	MEETING (10)	MEETING (20)
17:30-18:00	MEETING RECORD SUBMISSION	MEETING RECORD SUBMISSION
18:00-18:30	PITCHING SESSION	TEAR DOWN
18:30-19:50	NETWORKING	NETWORKING



All About K-style **CANADA** B2B Business Matching Area

2F. Kensington Junior – K-Cosmetics & K-Seafood



3F. SOCO Ballroom – K-Content





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