



# HOME TABLE DECO FAIR

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PREMIUM HOME STYLING EXHIBITION

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**BUSAN**  
BEXCO 5.30-6.2

**SEOUL**  
COEX 6.13-16

**SEOUL**  
COEX 12.12-15



# HOME · TABLE DECO FAIR

## 2024

BUSAN BEXCO    May. 30 - Jun.2

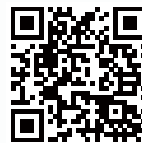
SEOUL COEX    Jun. 13 - Jun.16

SEOUL COEX    Dec. 12 - Dec.15

Organized by **RX** K Fairs **CSLV**  
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PREMIUM HOME STYLING EXHIBITION

# HOME · TABLE DECO FAIR

HOME·TABLE DECO FAIR brings the latest premium home styling trends to the show floor and offers inspiring ideas.

HOME·TABLE DECO FAIR opens the door to new inspiring ideas and business opportunities. Every year, this event is considered one of the most anticipated and important events to participate in, among many enthusiasts and professionals in the decoration and lifestyle industry in Korea. HOME·TABLE DECO FAIR features a curated selection of influential furniture, interior brands, and every single corner of one's lifestyle. The show has welcomed more than 150,000 visitors in the past year, connecting architects, interior designers, specifiers, retailers, and end-consumers with leading brands.

We invite you to HOME·TABLE DECO FAIR, which leads you to improve your brand awareness through discovering a wide range of networks.

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**2024**  
**May. 30 - Jun. 2**  
**BUSAN BEXCO**

**2024**  
**Jun. 13 - 16**  
**SEOUL COEX**

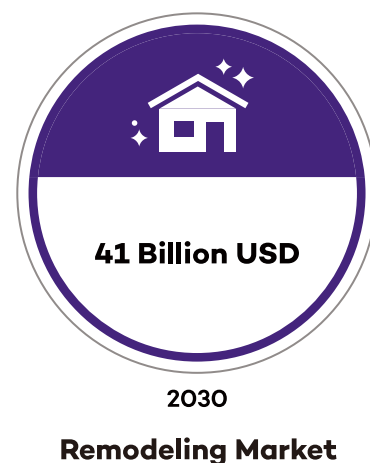
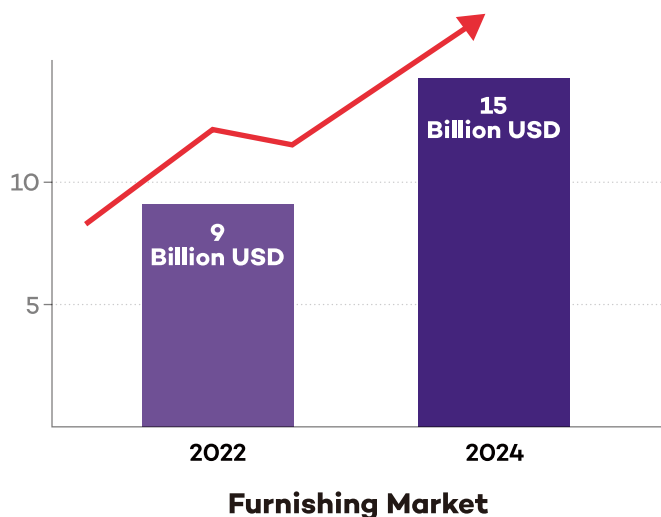
**2024**  
**Dec. 12 - 15**  
**SEOUL COEX**

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## DISCOVER NEW OPPORTUNITIES IN KOREA

Korean consumers' interest in furnishing and decorating their homes is growing rapidly and becoming increasingly more sophisticated. Driven by the increasing number of single households, income growth, and a new social trend to spend more time at home, Korea's furnishing market value has doubled over the past five years to 9 billion USD and is projected to reach 15 billion USD by 2024. Also growing hotel business, new golf club and resort projects, and several new landmarks expand the interior design and furnishing market.

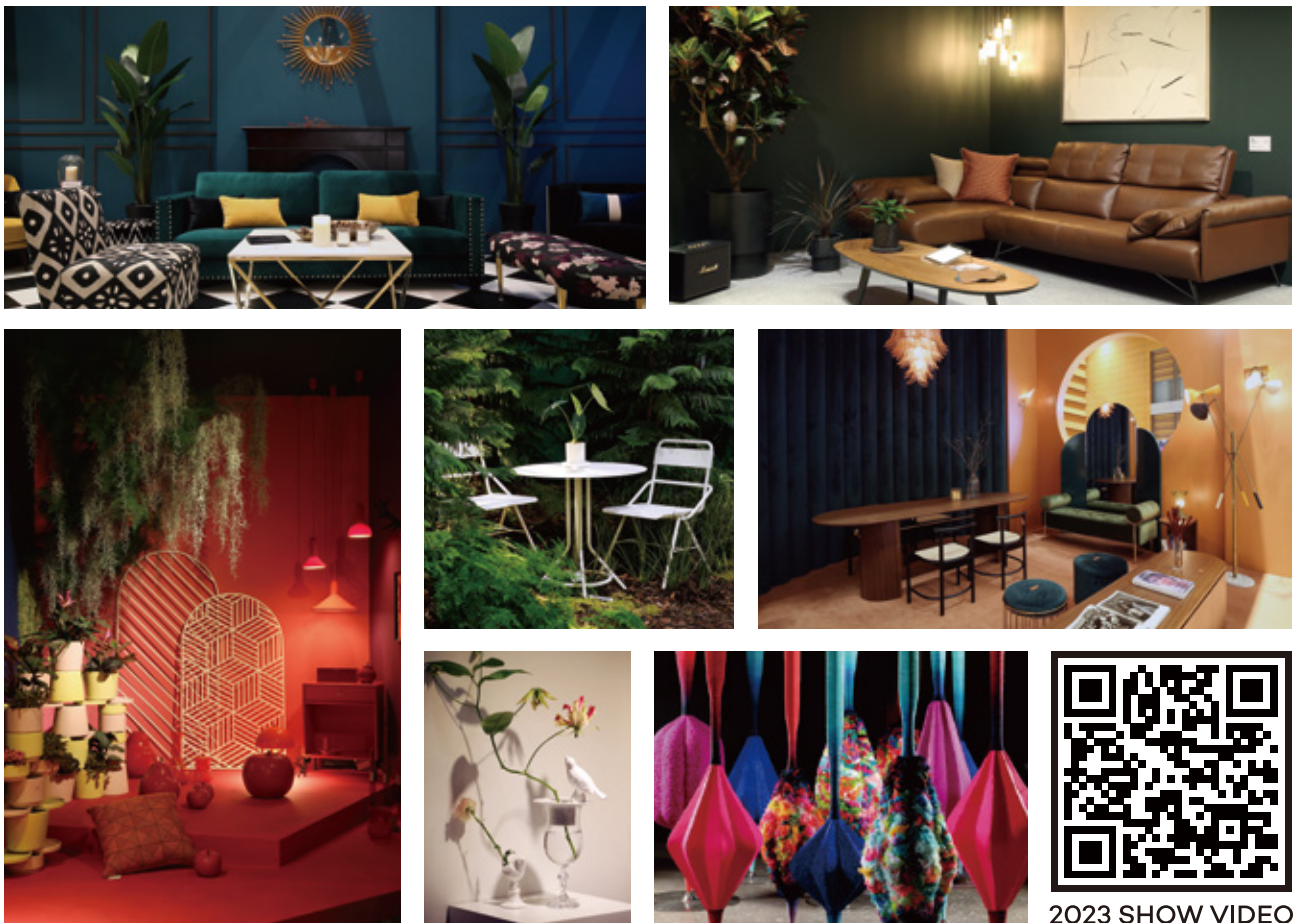


## I EXHIBIT ITEMS I



## I INTERIOR DESIGN TREND I

Showcasing the current interior design and furnishing trend on the show floor.



## I SPECIAL FEATURED SECTORS I

**0% WASTE** Highlights eco-friendly and sustainable products.

**NEXT CREATORS** Rising young creators are given a chance to showcase their talent.

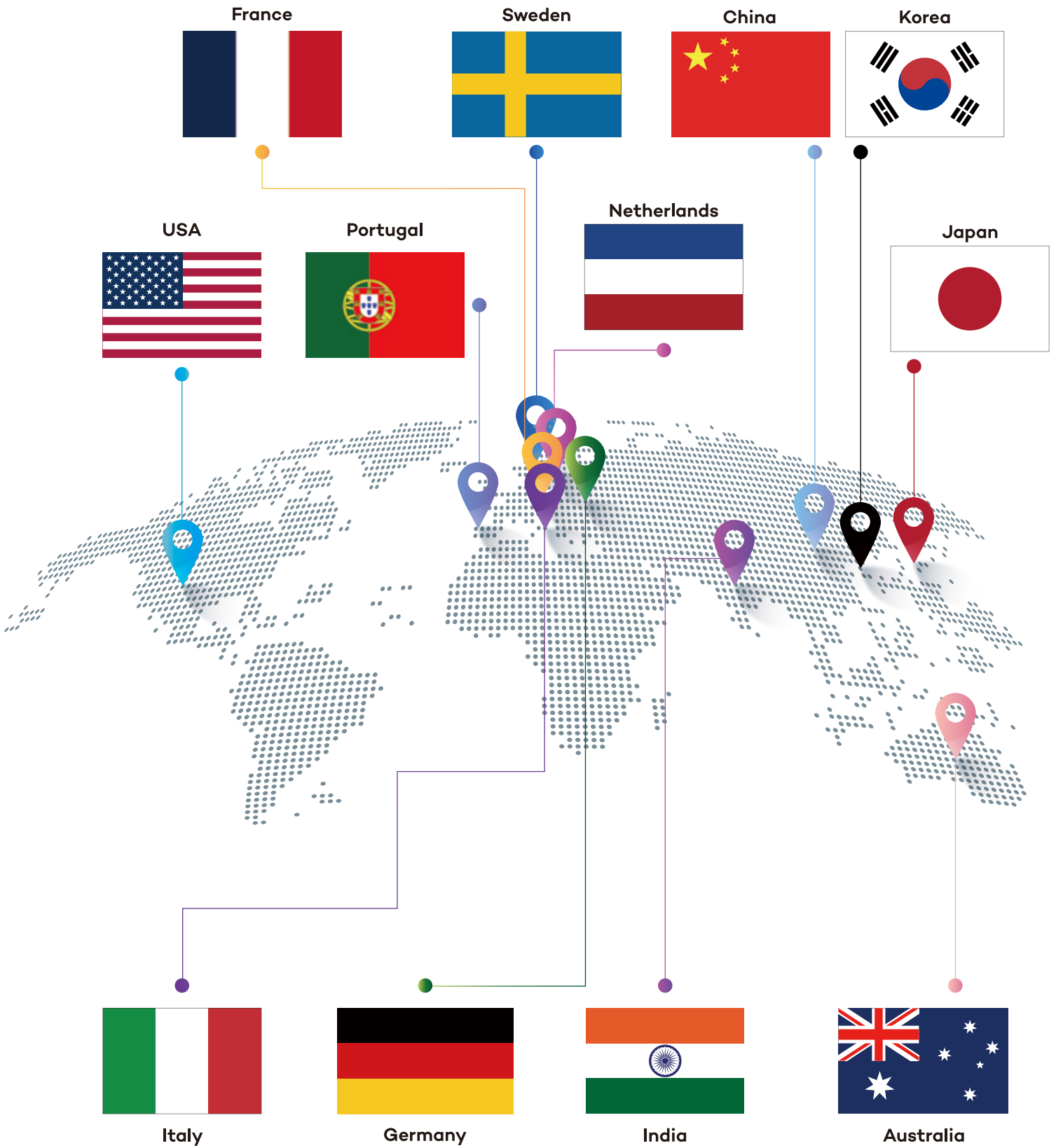
**BRAND-NEW** Focus on new innovative products of the exhibitors.

**ART LIVING** Galleries present art pieces on the show floor.

**KIDS ROOM** Lifestyle brands for kids create an exclusive zone for kids and parents.

**CRAFT** Creative techniques and unique beauty of craftsmanship.

# I INTERNATIONAL I

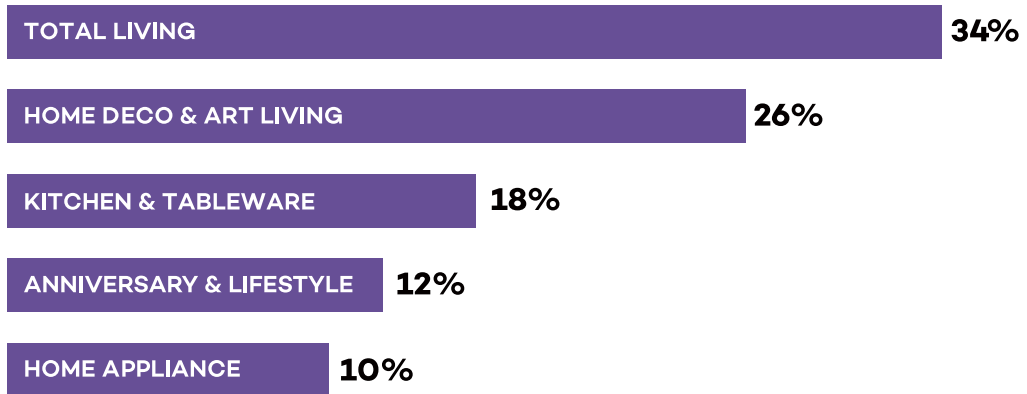


## I FACTS & FIGURES I

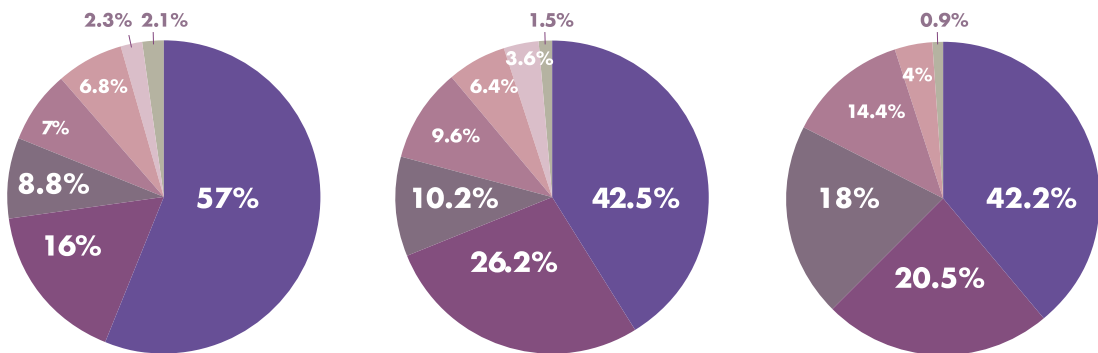
### RESULTS

<b>SEOUL</b> (THE MAISON)	<b>275</b> Exhibitors	<b>400</b> Booths	<b>69,716</b> Visitors
<b>BUSAN</b>	<b>204</b> Exhibitors	<b>412</b> Booths	<b>43,379</b> Visitors
<b>SEOUL</b>	<b>532</b> Exhibitors	<b>923</b> Booths	<b>85,923</b> Visitors

### EXHIBITOR PROFILE



### BUYER PROFILE



#### PURPOSE OF VISIT

- Product Research
- Inspiration
- Product Purchase
- New Brand Research
- Networking
- Meeting
- Visit Partners

#### BUYER SECTOR

- From Interior & Design Industry
- Retailers
- Manufacturer
- Architects
- Restaurants and Hotels
- Online store owner/MD·VMD
- Press / Government officials

#### VISITOR AGE GROUP

- 30s
- 40s
- 50s
- 20s
- 60s
- 70s and above

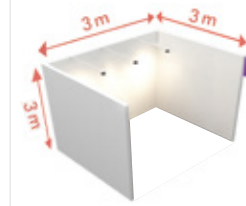


## I APPLICATION I

### BOOTH TYPE



THE MAISON



SEOUL / BUSAN



#### Raw Space

Space only provided. Exhibitor must choose one of the official contractors registered at the exhibition center.

#### Shell Scheme

Wooden walls, company name board, carpet 3 lights, 1KW power, power outlet provided.

### BOOTH PRICE

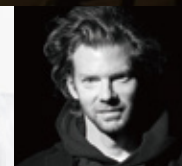
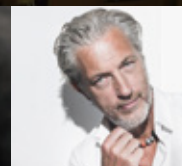
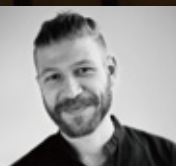
	Raw Space	Shell Scheme
SEOUL / THE MAISON	3,000 USD	3,500 USD
BUSAN	2,500 USD	3,000 USD

#### Contact

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## I CONFERENCE I

'Design Salon Seoul' offers keen analysis and guidelines of home styling trends and design inspirations.



Rossana Orlandi

Daniel Berlin

Cecile Rosenstrach

India Mahdavi

Marcel Wanders

Britt Moran

Tom Dixon



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