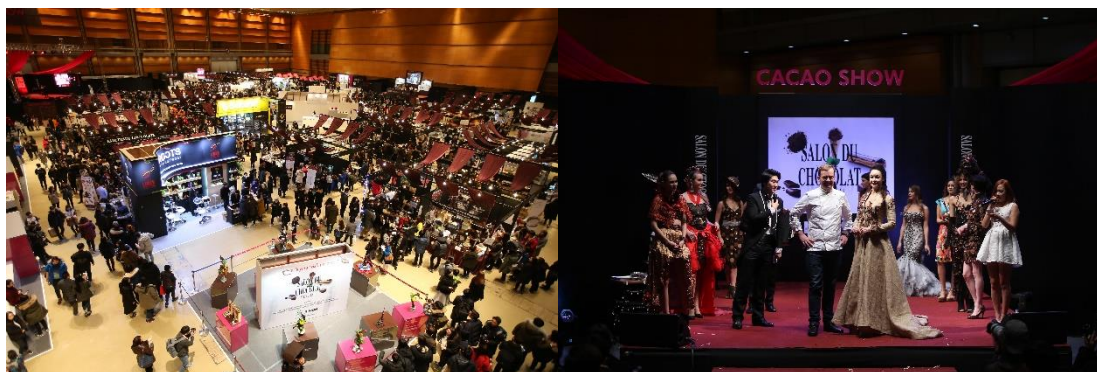

"SWEET RENDEZVOUS, The Sweet Harmony with the Chocolate"

The 5th Salon du Chocolat OPEN

- World's largest chocolate festival, which started in Paris, France, with 9.5 million visitors
 - Participate in relevant items such as chocolate, dessert, bakeries, beverages and gelato
 - A variety of programs including the chocolate dress fashion shows and the demonstrations of the chocolatier
 - Special experience to meet Chocolatier's own chocolate and dessert
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EXPORUM (CEO / Danny Shin) announced that the 5th Salon du Chocolat Seoul will be held at COEX in Seoul for four days from January 10(Thur.), 2019.

Salon du Chocolat, which recorded 9.5 million global visitors, is the world's largest chocolate exhibition that began in Paris, France in 1994 by Sylvie Douce and François Jeantet. So far, it has been held in 32 cities in 16 countries, including United Kingdom, USA, Russia, Japan, China and Brazil, and was first held in Seoul in 2013.

In this year, Salon du Chocolat Seoul will be under the theme of "SWEET RENDEZVOUS". Rendezvous means a harmony and meeting place in French, so "Sweet Rendezvous" means that Salon du Chocolat will present a harmony of chocolate and dessert by becoming the place for a meeting. Salon du Chocolat will be featuring not only chocolate but also a variety of desserts, bakeries and gelato with this theme. It also features "Atelier Village," a pavilion for original handmade chocolates, "from Bean to Bar Village" where you can see the entire process of cacao beans becoming a chocolate bar, and "Dissert Charmant" where you can taste the famous desserts of social networking sites.



Press Kit

In addition, through a special pavilion called "Chef's Salon", you will have a chance to meet famous chocolate masters who have not been able to meet in Korea. This year, winners of the 2017 International Chocolate Award, Arnaud Larher and Maxime Maniez, the ambassador of Michel Cluizel, global luxury chocolate brands, will be invited to showcase their own chocolate.

In Salon du Chocolat, an event will be held to enjoy chocolate in various ways as well as a special Pavilion. At the main highlights of Salon du Chocolat, "Cacao Show," presents the world's only fashion show through a chocolate dress created by the designer and the chocolatier duo. Also, a recipe demonstration show "Pastry Show" and the knowledge sharing platform "Choco Seminar" will be held. The sculptures made of chocolate will be showed through the "Choco Art"

In addition, this year, the Korea National Barista Championship (KNBC) and the Korea Brewers Cup (KBrC) will be held at the same time in the exhibition hall. The barista who selected as Korea's representative at the KNBC and KBrC, he or she will participate in the World Barista Championship (WBC) and the World Brewers Cup Championship (WBrC) which will be held at the SCA Expo in Boston in April 2019. Attention is focusing on the synergy effect in the chocolate and coffee industries through this competition.

"These days, many people are showing a pattern of spending to find their happiness," said Mr. Shin, the CEO of Exporum. "In this pattern, the keyword 'Fast Healing,' a consumer psychology that is willing to open up wallets for my satisfaction and find for short but certain happiness in a busy daily life, is emerging these days. Now the consumers are willing to invest for their own happiness and enjoyment, so the high-end chocolate and dessert markets will grow even bigger, and the culture will be spread by the people in Salon du Chocolat Seoul.

Tickets can be purchased at 10% discounted rates through website such as Naver and Interpark through January 8, 2019. For related inquiries, visit the official website(www.salonduchocolat.kr) or call to Salon du Chocolat Secretariat(Call +82-2-6000-6698). (End)