

SEPTEMBER 12 – 13, 2026

Maison France FESTIVAL

French Pop-up @ Avenue France Gwanggyo

Celebrating Two Milestone Anniversaries



40 Years

Anniversary of the founding of
the French Korean Chamber of
Commerce and Industry (FKCCI)



140 Years

Anniversary of diplomatic
relations between
France and Korea



SEPTEMBER
12 – 13, 2026
2-DAY EVENT



AVENUE FRANCE
GWANGGYO
SUWON, KOREA



FRENCH KOREAN
COMMUNITY
TOGETHER

40 FKCCI
FRENCH KOREAN CHAMBER
주한프랑스상공회의소

ANNIVERSARY
1986-2026
창립40주년



HOBAN
PROPERTY



A Milestone Year



40 Years

Anniversary of the founding of the French Korean Chamber of Commerce and Industry (FKCCI)



140 Years

Anniversary of diplomatic relations between France and Korea

To celebrate this milestone, FKCCI and Hoban Property jointly present the **Maison France Festival** – a pop-up event giving French brands in food, beauty, and lifestyle the opportunity to meet Korean consumers directly, share their brand stories, and showcase their products.

Why Avenue France Gwanggyo?

Located in the heart of one of Korea's fastest-growing premium residential districts, Avenue France brings together shopping, gastronomy, and lifestyle experiences – attracting exactly the audience French brands want to meet.

Vivez la France à Gwanggyo!



Premium destination

Inspired by French architecture and atmosphere



Affluent audience

Families and young professionals (20s–40s) with strong purchasing power



113 brands

Dining, cafés, beauty, and lifestyle creating vibrant daily and weekend foot traffic



Pedestrian-friendly

Outdoor terraces, cafés, and green open spaces encouraging longer visitor stays



Easy access

2 minutes from Gwanggyo Jungang Station (Shinbundang Line), approx. 2,000 parking spaces



LOCATION

Yeongtong-gu,
Suwon-si,
Gyeonggi-do



APPROX.

~5,652 py of
commercial
space



BRANDS

~113 dining, café,
beauty, and lifestyle
brands (as of
March 2025)



PARKING

Approx. 2,000
parking spaces



AUDIENCE

Steady weekend foot
traffic from families
and high-spending
customers in their
20s–40s

Event Schedule

Mark your calendar for **Maison France Festival!**



August 21, 2026

Application Deadline

1

2

3



September 12–13, 2026

Public Event (Saturday & Sunday)



September 11, 2026

Booth Set-up (Friday)



The opening day will feature an opening ceremony along with side programs for visitors. Detailed programming will be shared with confirmed exhibitors.



Venue Details

Avenue France Gwanggyo

Address

85, Central Town-ro, Yeongtong-gu,
Suwon-si, Gyeonggi-do, Korea
(Lot No. lui-dong 1332)

Excellent Access

Located right in front of Exit 3,
Gwanggyo Jungang (Ajou Univ.) Station
on the Shinbundang Line

~5,652 py of commercial space

A premium open-air lifestyle complex
inspired by French architecture

~113 dining, café, beauty, and lifestyle brands (as of March 2025)

A diverse mix of F&B, fashion, beauty,
and lifestyle shops

Parking for approx. 2,000 vehicles

Spacious and convenient parking facilities

Steady weekend foot traffic from families and high-spending customers in their 20s-40s



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COMMERCIAL SPACE

~5,652 py of
premium open-air
lifestyle complex



BRANDS

~113 dining, café,
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(as of March 2025)



PARKING

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Booth Information

Maison France Festival @ Avenue France Gwanggyo



Reference Booth Structure

This image is provided for reference only to illustrate the basic booth structure. The final booth design, layout, branding, and decorative elements are currently under development and will be fully customized to reflect the French-inspired identity and atmosphere of the Maison France Festival.



Standard Booth

Approx. W 1,320mm x H 2,100mm x D 1,680mm



FURNITURE

Table and chairs provided as standard



SIGNAGE

Branded signage attached to each booth



ELECTRICITY

Electricity available
(confirm capacity after applying)



WATER SUPPLY

Water supply available upon inquiry



Design in Progress!

The final booth design will be customized to create a unique French experience.



MAISON FRANCE FESTIVAL

Participation Information

Everything you need to know to join the **Maison France Festival**.



Registration Fee

KRW 300,000
per company

(VAT excluded)



Sales Commission

0%

– Keep all your
sales revenue



What's Included

- ✓ Basic booth setup (table & chairs)
- ✓ Branded signage
- ✓ On-site operations
- ✓ Shared promotional support



An invoice will be issued by the organizer once participation is confirmed.
Registration via Google Form is mandatory – the FKCCI team will review all applications and share further details with selected exhibitors.

F&B Guidelines

Please review the following guidelines to ensure a smooth and successful event.

1



Pre-Packaged / Ready-Made Products

No additional permit required for products already packaged and ready for sale.

2



Alcohol Tasting & Sales

Exhibitors must **obtain an alcohol sales permit** from the local tax office in advance, regardless of where the business is based.

3



On-Site Food Preparation

If food is prepared, cooked, or assembled on-site, a valid **food service business license/registration** is required to participate.



An invoice will be issued by the organizer once participation is confirmed. Registration via Google Form is mandatory – the FKCCI team will review all applications and share further details with selected exhibitors.

Expected Visitor Traffic

Reference data from previous events at Avenue France Gwanggyo
(not guaranteed figures for this event):



180K

UNICEF Campaign

~180,000 visitors
over 1 month (2025)



5K

Moving Brewery

~5,000 visitors
over 3 days (2025)



3K

Tamiya Korea Mini 4WD

~3,000 visitors
over 5 days (2026)



These figures are reference data from events of varying formats and durations,
and do not represent a guaranteed attendance figure for the Maison France Festival.

Previous Events & How to Apply

Previous Events at Avenue France



Sunyu Yaong-i Market (Avenue France Gwanggyo)



Oslo Vintage Market

About Hoban Property

Hoban Property is an affiliate of Hoban Group that operates the Avenue France commercial complexes (Pangyo, Gwanggyo, and Gwangmyeong) and has consistently carried out collaboration and co-prosperity programs with local commercial districts.

We also continuously support cultural and public-interest activities, creating content throughout Avenue France for everyone to enjoy. In the same spirit, our recruitment of brands and sellers for this upcoming event in partnership with the FKCCI focuses on providing an environment where vendors can enjoy selling their products.

Based on our long-term experience in operating similar market-style events, we plan to provide multi-faceted support to ensure a smooth selling environment and help you reach a diverse customer base. We warmly invite your interest and participation in this joint event with the FKCCI.

How to Apply



Apply Now

Registration via Google Form is mandatory.

The FKCCI team will review all applications and contact selected exhibitors.



Apply Here:

Scan the QR code to register
or use the link below

<https://forms.gle/aajBwRXN6ANdhQ4H7>



Contact Us

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Avenue France: Jaemin Cho | +82 2 6177 2964 | jm.cho@hobanmpro.co.kr