



ASEAN-KOREA CENTRE

ST/TI/RP/1

Guidelines for the ASEAN Panorama (Part I – General)

Seoul ASEAN Hall, Korea

Exhibition: 6 – 29 May, 2026

March 2026
Trade and Investment Unit

A. EXHIBITION OUTLINE

1. **Title:** ASEAN Panorama
2. **Exhibition period:** 6 – 29 May, 2026
3. **Program activities:**
 - (Product exhibition) Introduction of various products of Brunei Darussalam and Indonesia at Seoul ASEAN Hall, Press Center.
 - (1:1 Business Meeting): Offline one-on-one business meetings between Bruneian and Indonesian exporters with Korean buyers for potential business opportunities
 - (Seminars and Institutional Visit): Offline seminar and industrial visit to provide participating companies with practical insights into the Korean market.
4. **Venue:** Seoul ASEAN Hall, Press Center (1st Floor), Korea

5. **[Important] Exhibit items**

Only products suitable for room-temperature storage are permitted

[Customs & Compliance]

- **All exhibit items must be at least primary processed in compliance with Korea Customs regulations.**
- Items not meeting customs requirements may be confiscated at the airport. (Please refer to Annex 2 for the declaration list.)

[Shipment & Storage]

- AKC will support shipment of exhibition items but will not be responsible for damage to fragile products during transit.
- Companies are responsible for proper packaging, customs declaration, and regulatory compliance.
- Room-temperature storage will be provided prior to the exhibition period.
- F&B products must have a minimum remaining shelf life of one month after the exhibition period.

[Additional Notes]

- All products are for **display and sample tasting only** and **may not be sold** in Korea.
- To maintain a consistent and high-standard exhibition environment, **all display installations will be managed by our expert curatorial team.**
- F&B companies with international sanitary certifications (e.g., HACCP) are preferred.

6. **Number of Exhibitors:**

- A maximum of 10 companies from each of Brunei Darussalam and Indonesia.

The ASEAN-Korea Centre (AKC) kindly requests the respective ASEAN Trade Promotion Organizations (TPOs)* to nominate up to 10 companies.

** ASEAN TPOs refer to the ministry/organizations/associations that are in charge of the ASEAN Panorama.*

7. **Space Allocation:**

The Centre will provide participating companies from Brunei Darussalam and Indonesia with

dedicated exhibition space at the Seoul ASEAN Hall, which will be organized as an interactive business hub under the banner of “ASEAN Panorama.”

8. Major Schedule for Preparation and Implementation

A) Expenses

Shipment & Booth Services	AKC	Exhibitors
Shipment & Storage April (TBD) ※ AKC will support shipment of exhibition items and each company is responsible for proper packaging, customs declaration, and regulatory compliance.	O	
Accommodation (27 – 30 May / 3 nights, New Seoul Hotel) ※ AKC will provide one room for one representative per exhibiting company during 27 – 30 May. Any additional representatives will be responsible for their own accommodation expenses.	O	
Transportation ※ AKC will not cover transportation between the airport and the hotel. ※ The Seoul ASEAN Hall (exhibition venue) is within walking distance from the hotel (approximately 3 minutes).		O
Airfare and Other Travel Expenses ※ AKC will not cover airfare for exhibitors. ※ All exhibitors are responsible for arranging and purchasing their own flight tickets.		O

B) Program (Tentative)

Date	Time	Program
05/06 (Wed) – 05/28 (Thu)	AM/PM	Display of Exhibit Items
05/27 (Wed)	AM/PM	Arrival of ASEAN Delegation
05/28 (Thu)	AM/PM	1:1 Business Meetings
05/29 (Fri)	AM	Site Visit to Korean Fair
05/30 (Sat)	AM/PM	Departure of ASEAN Delegation