

2026.  
11.25 - 27

Coex  
Hall C

2026  
Brochure

Sourcing  
in Market  
2026



소싱인  
마켓  
2026



coex & K-MD

# 소싱인마켓 2026

## SOURCING IN MARKET 2026

Since 1991, Korea's leading consumer goods fair has evolved into a renewed platform. Sourcing in Market 2026 is where brands and consumers shape new lifestyle values—uniting trends, sustainability, and creativity.

In 2026, connect your brand with the world at Sourcing in Market.

### SOURCING IN MARKET 2026

Show Overview

Date	November 25 (Wed) - 27 (Fri), 2026
Venue	Coex, Hall C
Organizers	Coex, Korea Merchandiser Association
Homepage	www.sipremium.com
Contact	T. 82-2-6000-8152 E. sipremium.info@coex.co.kr



### SOURCING IN MARKET 2025

Show Overview

Date	November 26 (Wed) - 28 (Fri), 2025
Venue	Coex, Hall C
Organizer	Coex, Korea Merchandiser Association
Scale	292 exhibitors, 516 booths
Exhibit Categories	Gifts · Living · Beauty · Fashion · Food · Smart Tech · Solutions
Target Visitors	Domestic buyers and professionals from the lifestyle industry
Slogan	Brand, the Next Market to Open

## Business Sourcing Consultations



### Retail Buyer Meetings

On-site business meetings via pre-matching on the e-Sourcing platform.



### MD Purchase Meetings

1:1 category-based meetings with approx. 100MDs from major online/offline retail channels.



### Overseas Buyer Meetings

Export consultations with invited overseas buyers through partner programs such as KITA and the Tokyo International Gift Show in Seoul.



### Sourcing Insight Sessions

Consulting support for early-stage founders and startups facing product or commercialization challenges.

## HIGHLIGHT

Expansion of Domestic & Overseas Buyer Consultation Programs



Integrated Online-Offline Promotion Support (e-Sourcing)



Show Goods Special Pavilion



Launch of a New Global Partnership Zone



\* Programs are subject to change based on the 2026 operational plan. Official updates will be announced on the website.

## List of major registered buyer companies in Sourcing In Market

