

K-SHOPPING FESTA 2025

1 – 30 September 2025 | Republic of Korea



Ministry of SMEs and Startups

K-SHOPPING FESTA

K-SHOPPING FESTA is Korea's biggest sales promotion event showcasing products from Korean SMEs and Microenterprises.

Launched in 2020 to boost our domestic economy, K-SHOPPING FESTA has evolved into an initiative that benefits everyone involved—bringing together large corporations, SMEs, traditional markets, and various other economic stakeholders.

Now celebrating its 6th year, K-SHOPPING FESTA has become a key event hosted by the Korean Ministry of SMEs and Startups, invigorating communities all across the nation by connecting with local festivals that highlight the unique charm of each region.



K-SHOPPING FESTA 2025 is set to happen side by side with the APEC Small and Medium Enterprises Ministerial Meeting in September! We truly hope this year's K-SHOPPING FESTA will shine as a vibrant global festival, highlighting amazing products from Korean SMEs and Microenterprises for all 21 APEC member states to enjoy. We warmly invite you to support and join K-SHOPPING FESTA 2025!

K-SHOPPING FESTA 2025 INCLUDES



01

Consumption-promoting events linked to K-SHOPPING FESTA, offering discounts for the logistics and manufacturing sectors

02

Sales promotion events associated with local festivals

03

Distributors' sales events (e.g. marts, department stores) & discount events on O2O platforms

04

Global events to assist SMEs and Microenterprises in developing export channels



K-SHOPPING FESTA 2025

• Opening Event 30 August – 5 September 2025 | Jeju

OPENING EVENT : KEY PROGRAMS



30 - 31 Aug 2025

Sales Event for Korean SME Products

30 Aug - 5 Sep 2025

Promotion Pavilion for Korean SME policies



30 - 31 Aug 2025

K-POP Concert



K-SHOPPING FESTA Highlights

2023



2024



2025

