

K-SHOPPING FESTA 2025

1 – 30 September 2025 | Republic of Korea



Ministry of SMEs and Startups

K-SHOPPING FESTA

Korean SMEs and Microenterprises.

K-SHOPPING FESTA is Korea's biggest sales promotion event showcasing products from

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

Launched in 2020 to boost our domestic economy,

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.





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

03

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

associated with local festivals

02

04

Global events to assist

SMEs and Microenterprises

Sales promotion events



& discount events on O2O platforms

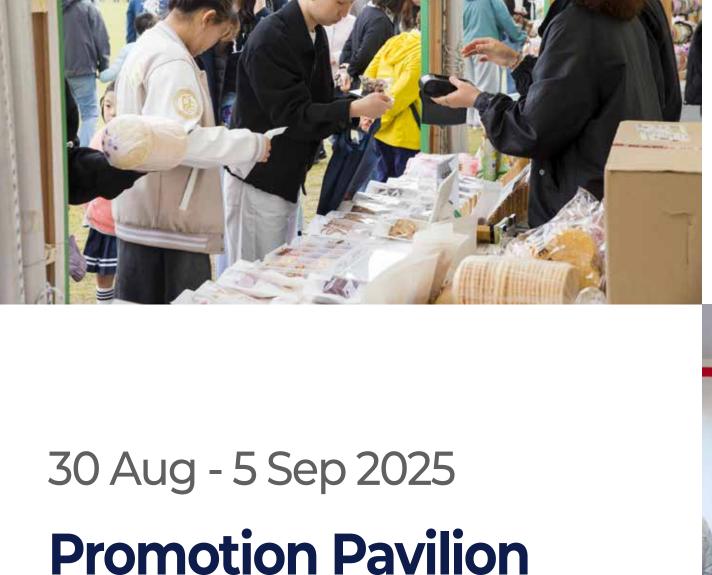
(e.g. marts, department stores)

Distributors' sales events

Opening Event 30 August – 5 September 2025 | Jeju

K-SHOPPING FESTA 2025

OPENING EVENT: KEY PROGRAMS



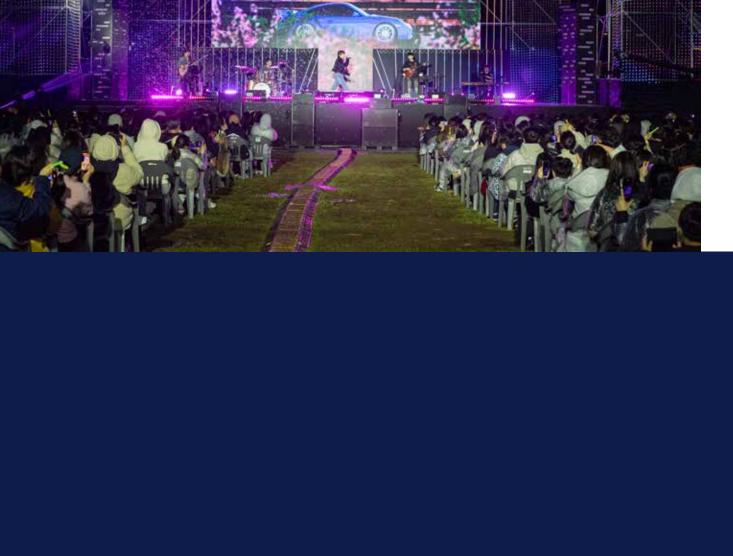
30 - 31 Aug 2025

Sales Event for

Korean SME Products



for Korean SME policies



Highlights

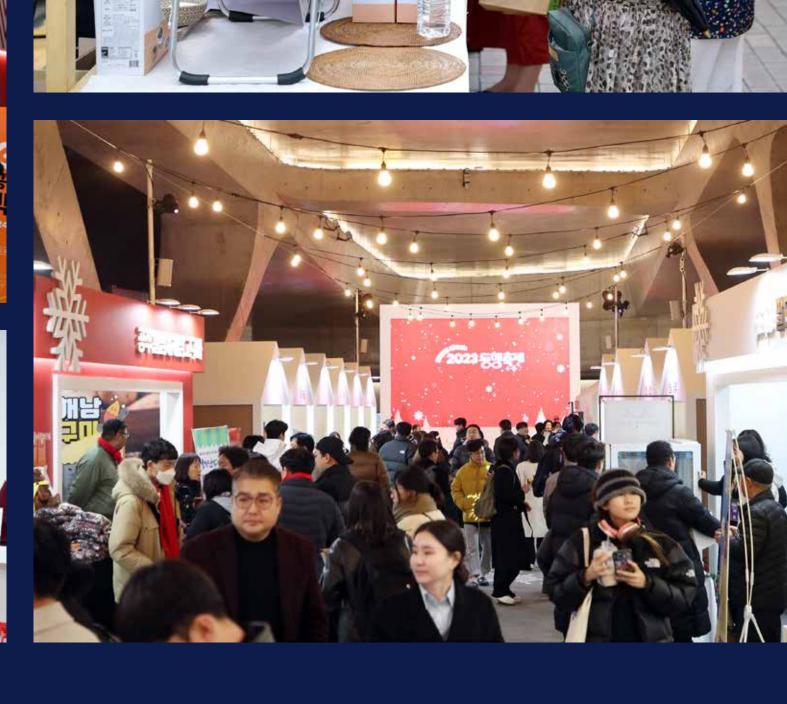
2023

30 - 31 Aug 2025

K-POP Concert

K-SHOPPING FESTA







2025



2024

