

# INVITATION

## We Cordially Invite You to the Opening Ceremony of the 2017 World Hansik Festival

The <2017 World Hansik Festival> is an annual representative Hansik (Korean Food) festival, which will be held for the second time this year, to make Korean food and Korean culinary culture known to the world.

Please come to attend the opening ceremony to honor us with your presence in this <2017 World Hansik Festival> held by the Ministry of Agriculture, Food and Rural Affairs and the Korean Food Foundation from Thursday, September 28 to Sunday, October 15. It will be a festive venue to discover new charms of Korean food and enjoy them together.

**President of the Korean Food Foundation**



### <Opening Ceremony Guide>

# 2017 WORLD HANSIK FESTIVAL

from, **HANSIK**  
to, **WORLD**

**Korean Food Encountering the World**

**Date :** September 28, 2017 (THU.) 10:30 ~ 13:00 **Venue:** Sejongro Park

**Part 1** | Opening Ceremony / Commission Ceremony for  
Honorable Healthy Food Supporters

**Part 2** | Congratulatory Performance **Part 3** | Luncheon

**RSVP :** 02-6300-2064

### <Schedule of 2017 World Hansik Festival>

Date. **September 28 (THU.)**

TIME	PROGRAM	DETAILS	VENUE
10:00-	Korean Culinary Culture Exhibition Exhibition of Wedding Ceremony Food	- Pyeongchang Olympic Korean food menu top 10 - Exhibition of nuptial food such as choryesang and yipmaesang	Korean Culinary Culture Exhibition Zone
10:30-12:00	Opening Ceremony	- Opening performance: Arirang B-boy - Opening address/congratulatory address - Commission ceremony for honorable healthy food supporters - Introduction of restaurants selected by KOREA GOURMET - Opening ceremony & photo call - Closing performance: Painters - Exploring the youth farmers' direct market	Permanent Stage & Youth Farmers' Direct Market
12:00-13:00	Luncheon	- Move to the dining area and enjoy the meal	Sulgaon
12:00-	Youth Farmers' Direct Market	- Admission of Customers to the Youth Farmers' Direct Market - Subsidiary Events	Youth Farmers' Direct Market
14:00-17:00	Reproduction of Traditional Wedding Ceremony	- Street Performances (Pungmul Groups) - Reproduction of Traditional Wedding Ceremony / Exhibition of Nuptial Food such as Choryesang, Yipmaesang, and Keunsang - Experience Event (photo event, rice-cake mallet game)	Area in front of the stage
19:00-20:00	Hansik Concert	- Performance: Season of Soul, Arirang B-Boy and Painters	Permanent Stage
At all times	Youth Chef Pop-up Restaurant	- Selling Korean menu food	Food Zone

Date. **September 29 (FRI.)**

10:00-	Korean Culinary Culture Exhibition	- Korean Wedding Food Exhibition - Youth Farmers' Direct Market - Subsidiary Events	Korean Culinary Culture Exhibition Zone Youth Farmers' Direct Market
16:00-20:00	Hansik Concert Juansang (liquor table) Class & Standing Talk Show	- Performance: Season of Soul, Arirang B-Boy and Painters - Juansang (liquor table) Class - Standing Talk Show	Permanent Stage
At all times	Youth Chef Pop-up Restaurant	- Selling Korean menu food	Food Zone

\*KOREA GOURMET (September 28 (THU.)-October 15 (SUN.)) : 50 restaurants in Seoul Metropolitan Area



농림축산식품부  
Ministry of Agriculture,  
Food and Rural Affairs



한식재단  
KOREAN FOOD FOUNDATION