



2024
**K*POP
COVER DANCE
FESTIVAL
IN THAILAND**

Korean 
Street Food in Bangkok

INFORMATION

ORGANIZE BY :

KT

OVERVIEW

Title

K-POP Cover Dance Festival 2024 in Thailand
& Meatless K-Food & K-Street Food In Bangkok

Date

2024 Sep,07 (SAT) 11:00 – 20:00

Venue

Samyan Mitrtown (GP01) ,Bangkok

Target

Participants aged 12 - 55 years, 5,000명

주요참여 기관

K-POP 커버댄스 서울신문, 한태교류센터 KTCC. 후원, 태국 한국문화원,
한국관광공사, 콘텐츠진흥원, 저작권보호원, LG, 진로

K-FOOD Fair:주태 한국대사관, 외교부, 농림축산부, aT



2024
K-POP
COVER DANCE
FESTIVAL
IN THAILAND

- K-POP Cover Dance competition (Final round)
- Online-Offline Activities for K-POP Fan club
- K-POP Live Stream Competition

Korean
Street Food in Bangkok

- Open Kitchen
- Taste & Feel
- Korea Street Food
- Meatless K-Food Booth (Buyer&Distributer)

KEY VISUAL

2024 K-POP COVER DANCE FESTIVAL THAILAND

Winner Benefits over 500,000 Baht

- Round trip to Korea (all expenses)
- K-POP experience package
- Ultimate experience around Seoul
- TV 55 inches

2nd and 3rd Place
Prizes worth over 50,000 baht

2024.9.7 sat 14:00
SAIYAN MUITRTOWN

รอบชิงชนะเลิศประเทศไทย!!
เพื่อเป็นตัวแทนชิงแชมป์โลกที่ประเทศเกาหลี!!

HOSTS: '서울신문' THE SEOUL SHINJUN DAILY, KT K.T.C.E.

MEDIA PARTNER: MCOT, G-MMM, K-T-C-E Media, K-POP

SPONSORS: 한국문화원, SEOUL, KOCCA, KCOPA, LG, JINRO, 한국음악저작권협회, 한국음악실연자연합회, BLACK CLOVER, Aallipop, MMEGAZONE, Happy Korea, PRCMICE, K

ติดตามทุกความเคลื่อนไหวของกิจกรรมได้ที่ Facebook Page : I Love Thailand I Love Korea

TikTok Challenge

ชิงรางวัลมูลค่ารวมกว่า 80,000 บาท

กติกาและการสมัคร

ร่วมสร้างสรรค์คอนเทนต์ K-POP COVER DANCE ไม่จำกัดเวลาและรูปแบบคลิปวิดีโอ

1. ใช้ Official Filter ของงาน (ได้มากกว่า 1 Filter)
2. ติดแฮชแท็ก #ShowYourKPOPSteps, และ #KPOPcoverdancefestival2024
3. พร้อมเมนชั่นมาที่ TikTok @kpopcoverdancethailand

เงื่อนไขเป็นไปตามที่ผู้จัดกำหนด จำนวนและรายละเอียดเพิ่มเติมในแคปชั่น



2024
K-POP
COVER DANCE
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IN THAILAND

PROGRAM SEQUENCE



Division	Time	Program Stage
All area	11:00 AM	Open Booth / Fan Club Activity / K-Food Activity / Open Booth
	14:00 - 14:05 (5')	MC Opening / Fan club Activity / PR.Screen
Intro Event	14:05 - 14:10 (5')	Introduce VIP / K Food Tasts
	14:10 - 14:15 (5')	Cover dance VDO official
Opening Speech	14:15 - 14:20 (5')	Welcome Speech 1
	14:20 - 14:25 (5')	Welcome Speech 2
Intro Event	14:25 -14:35 (10')	Introduce Cover dance team
	14:35 - 14:40 (5')	Introduce Judge
Competition Team 1-7	14:40 - 15:30 (50')	Team 1-7
	15:30 - 15:35 (5')	Judge Comment
	15:35 - 15:50 (15')	Break Time / K Food Event
Competition Team 8-15	15:50 - 16:40 (50')	Team 8-15
	16:40 - 16:45 (5')	Judge Comment
Announcement	16:45 - 16:50 (5')	Lucky Draw (passport stamp)
	16:50- 17:05 (15')	2 nd Runner up
		1st Runner up
		Winner
		Photo Time
	17:05 - 17:15 (10')	Winner Performance dance close
	17:15 - 17:20 (5')	MC.Closing
	17:20 - 20:30	K-Food Activity & Sport VTR

VENUE

Samyan Mitrtown Location : <https://goo.gl/maps/fmPy2u8PiqLEXvsN6>

@ Event Zone GPO1 [Floor G] Time Open : 24 hours



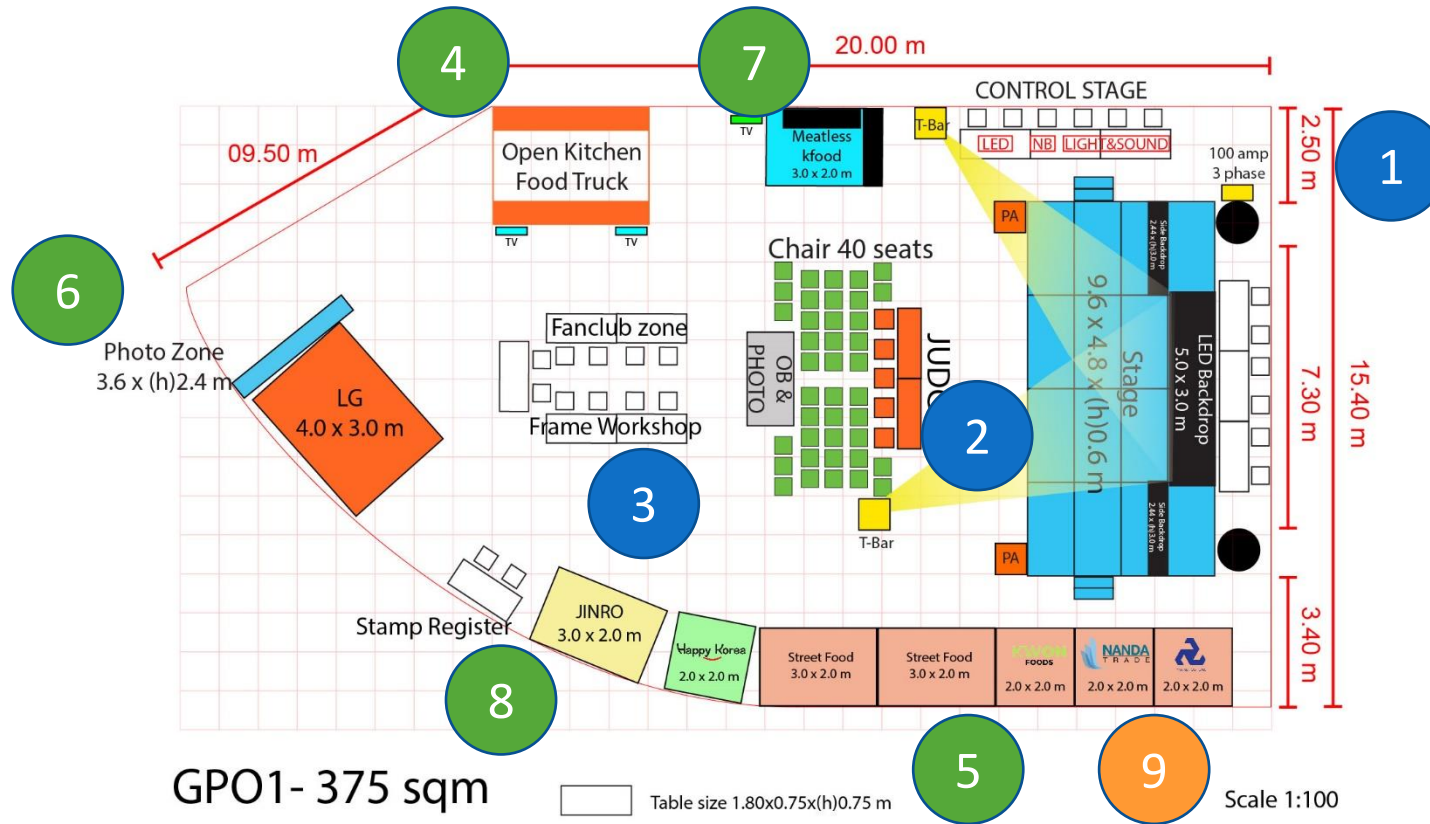
Location : 944 Rama IV Rd, Wang Mai, Pathum Wan, Bangkok 10330

VENUE LAYOUT



K-Pop Cover Dance Festival 2024

7th September 2024@GP01 area, G Fl, Samyarn Mitrtown



K-POP Cover Dance Area

1. Main Stage Size: 7.20x4.80x(h)0.60 m
- LED Size: 6.0x3.0 m.
2. Judge Area
3. K-Pop Fan Club & Activity Area

K-Street Food Area

4. Open Kitchen Area
5. K-Street Food Booth & K-Street Food
6. Photo Area
7. B2B Booth (Buyer를 위한 전시 Zone)

K-Travel | K-Product

8. Sponsors Area (LG, Jinro)
9. K-Travel Booth

3D DESIGN



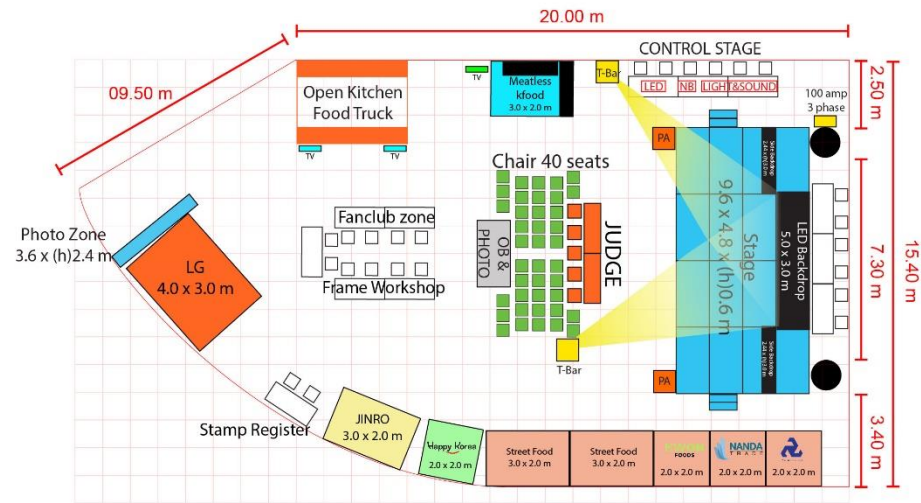
FANCLUB ZONE

K-POP Market-Workshop & K-POP Quiz Game



K-Pop Cover Dance Festival 2024

7th September 2024@GPO1 area, G Fl, Samyarn Mitrtown



GPO1- 375 sqm

Table size 1.80x0.75x(h)0.75 m

Scale 1:100





ON EVENT

K-POP FANCLUB TRADING MARKET



Fancub Market!

120th Anniversary of Seoul Shinmun

เปิดรับสมัคร
ผู้ลงทะเบียน!!

ตั้งแต่วันที่ 25 July 2024

ประกาศผล : 31 July 2024

ในงาน

K-POP COVER DANCE FESTIVAL IN THAILAND

DATE 7 SEPTEMBER 2024

VENUE SAMYAN MITRTOWN

Information : I love Thailand I love Korea



서울신문 KT K-TEC

FRAMECARD WORKSHOP

กิจกรรมพิเศษ สำหรับชาว K-POP!!

DIY FRAMECARD

ตามสไตล์คุณ!

วันที่ 7 กันยายน 2567

ตั้งแต่วันที่ 11.00 น. เป็นต้นไป

@SAMYAN MITRTOWN, FLOOR G

KCDF

I LOVE THAILAND I LOVE KOREA

ON EVENT

WORKSHOP FRAME CARD



서울신문 THE SEOUL SHINMUN DAILY KTF K-POP COVER DANCE FESTIVAL 2024 K-POP COVER DANCE FESTIVAL IN THAILAND

FRAMECARD WORKSHOP

กิจกรรมพิเศษ สำหรับชาว K-POP!!
DIY FRAMECARD
ตามสไตล์คุณ!

วันที่ 7 กันยายน 2567
ตั้งแต่เวลา 11.00 น. เป็นต้นไป
@SAMYAN MITRTOWN, FLOOR G

KCDF

I LOVE THAILAND I LOVE KOREA



Caption :

Frame Card Workshop, a special activity that will take everyone to make a Frame Card in their own way!

🔔 Within the 2024 K-Pop Cover Dance Festival in Thailand @ Samyan Mitrtown, Fl.G has organized a Frame Card Workshop area for everyone to join in the activity for free!!and take the frame cards you made home. Y!!

✳️ This activity is part of the Passport Activity.

How to get a stamp

1. Join in the fun activities at various booths for a chance to win stamps.
 2. When you have collected all the stamps, you can use them to win up to 2 prizes!
- Step 1: Get a chance to win k-pop official merchandise.
 - Step 2: Win concert tickets for k-pop artists in Thailand.

And don't forget to join our activities at the 2024 K-Pop Cover Dance Festival in Thailand 🥳

- 📅 Saturday 7 September 2024
- 📍 At Samyan Mitrtown, Fl.G, in front of KFC.
- 🕒 From 11:00 a.m. onwards.

Don't forget to come join in the fun with lots of activities 🥳

PROGRAM K-STREET FOOD IN BANGKOK

Date : 7 SEPTEMBER 2024 @ Samyan Mitrtown

Time	Stage	Open Kitchen	Booth Activity Zone
08.00 - 09:50	Preparation / Rehearsal		
10:00 - 11:00	Open Booth / K-FOOD promotional video content LED screening		
11:00 - 11:05 (5')	MC - Opening and Welcome	Cooking Show 1 (3 ladies)	quick eating game
11:05 - 11:30 (25')	Street food introduction and booth information		
11:30 - 12:00 (30')			quick eating game
12:00 - 12:30 (30')	Influencer's Gimbap Class Cooking Class		K-Sauce Matching Game
12:30 - 13:00 (30')	Influencer's Street Food Quiz Contest		K-Sauce Matching Game
13:00 - 13:30 (30')	K food talk show by celebrity		Making a house with K-snacks
13:30 - 14:00 (30')	K food promotion show by celebrity		Making a house with K-snacks
14:00 - 14:30 (30')		KWON ENTERPRISES Tasting Promotion Time	K-FOOD counterfeit finding game
14:30 - 15:00 (30')			K-FOOD counterfeit finding game
15:00 - 15:30 (30')			K-FOOD coloring page
15:30 - 16:00 (30')			K-FOOD coloring page
16:00 - 16:30 (30')		NANDA TRADE Tasting Promotion Time	Dalgona Game
16:30 - 17:00 (30')			Dalgona Game
17:00 - 17:30 (30')		Cooking Show 2 (3 college students)	Bungeoppang filling matching game
17:30 - 18:00 (30')			Bungeoppang filling matching game
18:00 - 18:30 (30')			Making a house with K-snacks
18:30 - 19:00 (30')			Making a house with K-snacks
19:00 - 19:30 (30')			K-FOOD counterfeit finding game
19:30 - 20:00 (30')			K-FOOD counterfeit finding game
20:00 - 20:30 (30')			K-FOOD counterfeit finding game
20:30 - 21:00 (30')		K-STREET FOOD Event Ended	
21:00 - 21:30 (30')			
21:30 - 22:00 (30')			

OPEN KICTHEN

Korean
Street Food in Bangkok



PHOTO BACKDROP

-Seoul Myungdong Street



➤ MEATLESS K-FOOD BOOTH 바이어, 대형마트, 유통업자 초청 K-FOOD의 열기를 직접 체감, 각 제품별 시장 반응 테스트 바이어, 유통업자 대상 시식, 수출업자 샘플 정보제공, 수입상담 대행 채식성 높은 K-FOOD 정보 및 수입 유도

❖ 9월 9일-10일 희망 수출업자 대상 바이어와 온라인 화상회의(한-태 통역 제공)

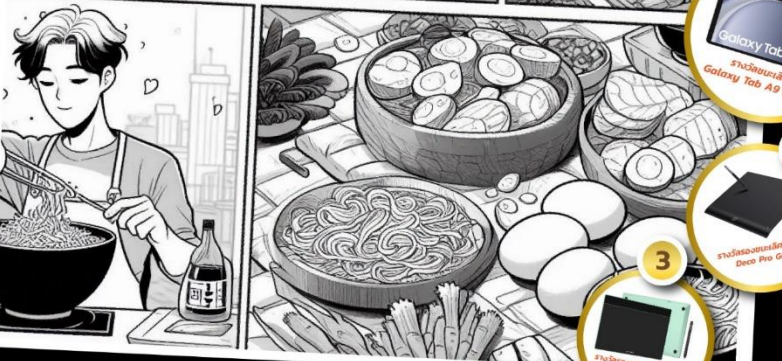


KOREA BUYER ZONE
for product and B2B section

K-FOOD 프로모션 실시

ON-LINE COTEST/KFOOD Story EVENT

K-FOOD STORY COMIC CONTEST



1. Galaxy Tab A9
รางวัลชนะเลิศ
Galaxy Tab A9 (with)
2. iPad Pro Gen 2
รางวัลรองชนะเลิศ 1
3. iPad Pro Gen 2
รางวัลรองชนะเลิศ 2

ถ่ายทอดเรื่องราวอาหารเกาหลีของคุณ
ผ่านรูปแบบ Comic!!
ภายใต้หัวข้อ
'K-FOOD STORY' !!
อ่านรายละเอียดและกติกาเพิ่มเติมในแคปชั่น

Ministry of Agriculture, Food and Rural Affairs | Ministry of Foreign Affairs | Embassy of the Republic of Korea | aT Korea Agro-Fisheries & Food Trade Corporation

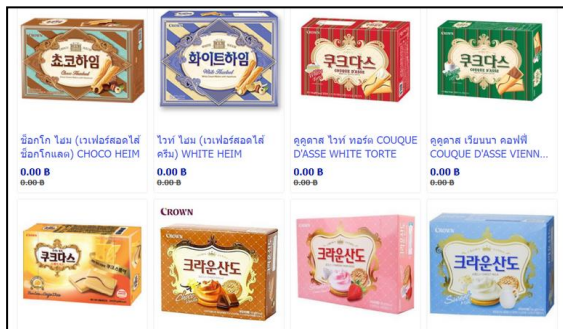
SHARE YOUR K-FOOD STORY

สร้างวิดีโอบอกเล่า
เรื่องราวของคุณ!!
กับอาหารเกาหลี
ภายใต้หัวข้อ
'K-Food (Korean Food)'
พร้อมติด
#KFOODvideocontest



Ministry of Agriculture, Food and Rural Affairs | Ministry of Foreign Affairs | Embassy of the Republic of Korea | aT Korea Agro-Fisheries & Food Trade Corporation

ACTIVITY



Korean snack - drinks

Korean instant noodles

THANK YOU