

Rockchef



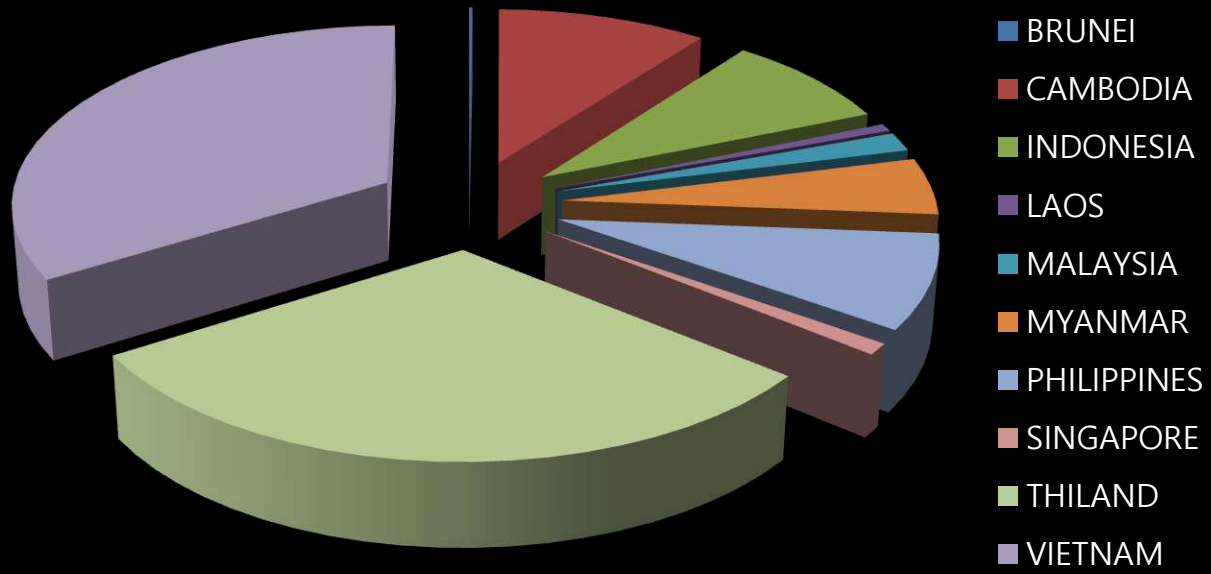
Kimbop

**The process of making
ROCKCHEF KIM(Dried Laver), KOHEUNG**

Rockchef



NEED TO REVITALRIZE KOREA-ASEAN GASTRONOMY-BASED TOURISM



ASEAN POPULATION RESIDING IN KOREA



COLLABORATIVE CASES OF CULINARY TOURISM ACTIVATION WITHIN KOREA-ASEAN RELATED ORGANIZATIONS.



Kimboop

SEOUL INTERNATIONAL FOOD FESTIVAL

COLLABORATIVE CASES OF CULINARY TOURISM ACTIVATION WITHIN KOREA-ASEAN RELATED ORGANIZATIONS.



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WORLD KIMBOP FESTIVAL

A CASE OF REVITALIZING THE LOCAL ECONOMY THROUGH GASTRONOMY-BASED TOURISM IN KOREA



A CASE OF REVITALIZING THE LOCAL ECONOMY THROUGH GASTRONOMY-BASED TOURISM IN KOREA



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Ginseng-Based Wellness Tourism in Geumsan



A CASE OF REVITALIZING THE LOCAL ECONOMY THROUGH GASTRONOMY-BASED TOURISM IN KOREA

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YEONGDEOK CRAB-BASED LOCAL TOURS

A CASE OF REVITALIZING THE LOCAL ECONOMY THROUGH GASTRONOMY-BASED TOURISM IN KOREA



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CULINARY TOUR BASED ON UISEONG GARLIC

KEY FACTORS WHT FOREIGNERS CHOOSE FOOD-BASED TOURISM



Kimbo



KEY FACTORS WHT FOREIGNERS CHOOSE FOOD-BASED TOURISM

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KOREAN FOOD TOURS



**KEY FACTORS WHT FOREIGNERS CHOOSE
FOOD-BASED TOURISM**

CHUNGWADAE SARANGCHAE

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KOREAN COOKING CLASS



**KEY FACTORS WHT FOREIGNERS CHOOSE
FOOD-BASED TOURISM**

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KOREAN CUISINE FESTIVAL AND EVENTS

THE SIGNIFICANCE OF KIMBOP AS A CULINARY TOURISM THEME IN KOREA

KOREA

“GEOGRAPH
OF KYOUNGSANG-DO”

1425



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KOREA

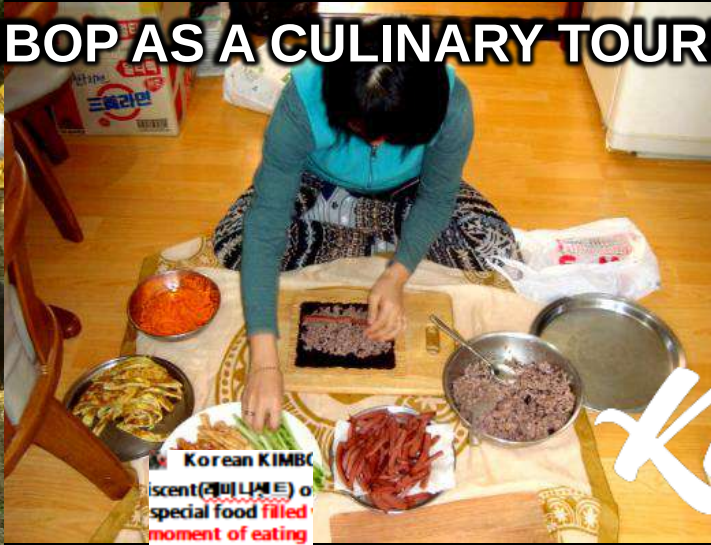
“CHUNGJU”

BC 15,000year



EATING AND CULTIVATING
RICE AND SEAWEED
FOR R THE FIRST TIME

THE SIGNIFICANCE OF KIMBOP AS A CULINARY TOURISM THEME IN KOREA



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Korean KIMBOP (김밥) is a special food filled with various ingredients. It is a valuable link between generations, especially when visiting their children.



A MOTHER'S WARMTH AND A SYMBOL OF THE KOREAN HEART

THE SIGNIFICANCE OF KIMBOP AS A CULINARY TOURISM THEME IN KOREA



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THE SIGNIFICANCE OF FAMILY AND COMMUNITY

THE SIGNIFICANCE OF KIMBOP AS A CULINARY TOURISM THEME IN KOREA



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CULTURAL SYMBOLISM

THE SIGNIFICANCE OF KIMBOP AS A CULINARY TOURISM THEME IN KOREA





KIMBOP'S KEY POINTS FOR REVITALIZING GASTRONOMY TOURISM

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UTILIZING LOCAL AMENITY RESOURCES THROUGH KIMBOP

KIMBOP'S KEY POINTS FOR REVITALIZING GASTRONOMY TOURISM



ROCKCHEF'S KIMBOP ART



KIMBOP'S KEY POINTS FOR REVITALIZING GASTRONOMY TOURISM

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ROCKCHEF'S FARMHOUSE
KIMBOP FARM PARTY

KIMBOP, A MEANING OF PROMOTING THE REGION



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KIMBOP, A MEANING OF PROMOTING THE REGION

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**SHINAN COUNTY
A WORLD BEST TOURISM VILLAGE BY UNWTO**

VARIOUS KIMBOP EVENTS



KIMBOP, A MEANING OF PROMOTING THE REGION

**KYEONGSANGBUKDO
FOODTECH K-KITCHEN LEADER
an automated KIMBOP kitchen
KYEONGSANGBUKDO Food tourism globalization
GLOBAL AMBASSADOR**

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KIMBOP, A MEANING OF PROMOTING THE REGION

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GOHEUNG COUNTY
THE No.1 SEAWEED PRODUCTION
GOHEUNG FOOD TOURISM GLOBALIZATION
OFFICIAL GLOBAL AMBASSADOR



ACTUAL EXAMPLES OF HOW KIMBOP CONTRIBUTES TO LOCAL CULINARY TOURISM ACTIVATION

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ACTUAL EXAMPLES OF HOW KIMBOP CONTRIBUTES TO LOCAL CULINARY TOURISM ACTIVATION



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Gyeongju City
Develop Gyeongju KIMBOP and festival
Based on Local Specialties

ACTUAL EXAMPLES OF HOW KIMBOP CONTRIBUTES TO LOCAL CULINARY TOURISM ACTIVATION





ACTUAL EXAMPLES OF HOW KIMBOP CONTRIBUTES TO LOCAL CULINARY TOURISM ACTIVATION

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GEUMSAN CITY
GINSENG KIMBOP FARM PARTY

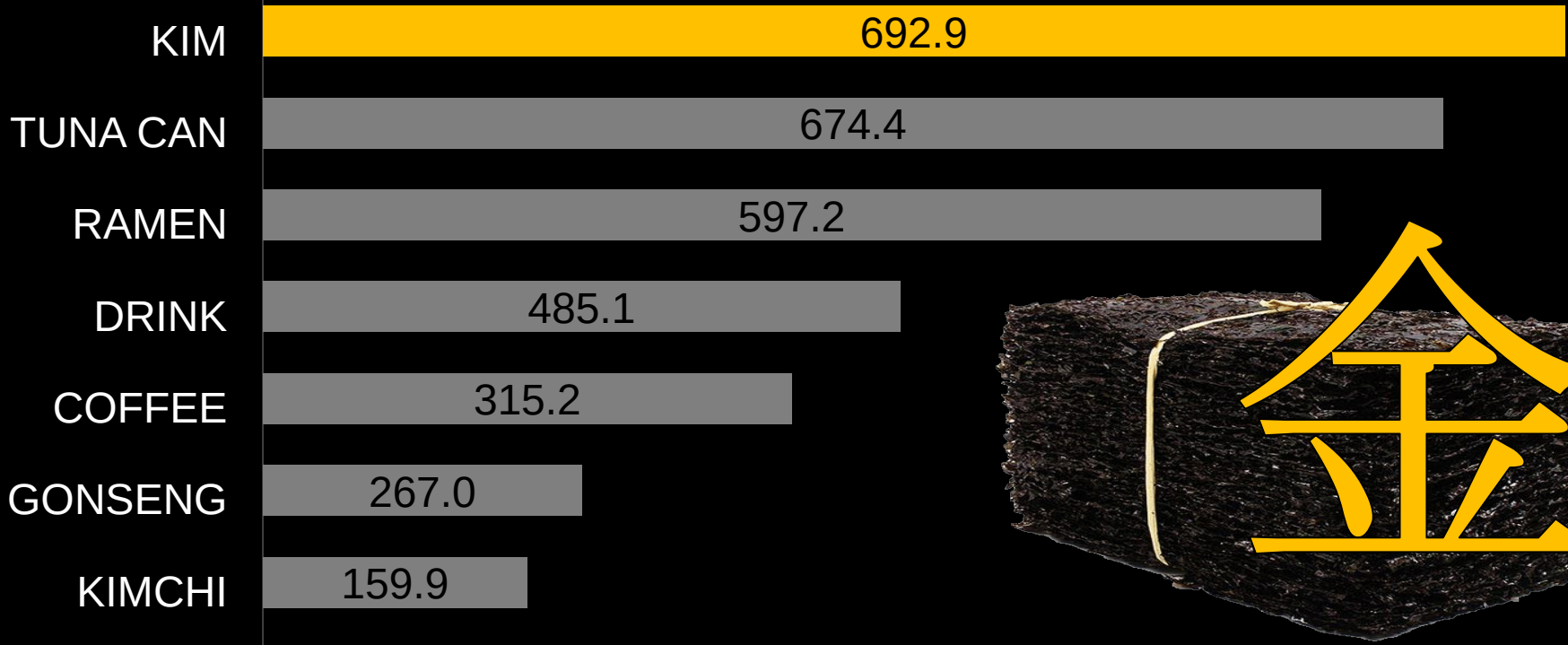
KIMBOP, THE NEW PARADIGM OF GASTRONOMY TOURISM

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KIMBOP, THE NEW PARADIGM OF GASTRONOMY TOURISM

Source : Food Export | aT center



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SEAWEED, THE TOP EXPORT OF SOUTH KOREA

KIMBOP, THE NEW PARADIGM OF GASTRONOMY TOURISM

Source : SBS

KOREA

KOREA, 70%

OTHERS

30%



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KOREA OCCUPIES 70% OF THE GLOBAL MARKET

KIMBOP, THE NEW PARADIGM OF GASTRONOMY TOURISM

QUEST'S WORLD OF WONDER

50 of the best street foods in Asia



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**SELECTED AS
THE MOST REPRESENTATIVE KOREA FOOD BY CNN**



KIMBOP, THE NEW PARADIGM OF GASTRONOMY TOURISM



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AN ICON OF ESG MANAGEMENT
CARBON NEUTRALITY AND ZERO FOOD WASTE

KIMBOP, THE GLOBAL STANDARD FOR INNOVATIVE GASTRONOMY



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Application of FOODTECH

**KIMBOP, THE GLOBAL STANDARD
FOR INNOVATIVE GASTRONOMY**

Rockchef Kimbop



**Global Sensation Sold Out Everywhere
The Arrival of K-FOOD Rookie "Frozen KIMBOP"**

THE ROLE AND POTENTIAL OF KIMBOP IN GLOBAL BIZ



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THE ROLE AND POTENTIAL OF KIMBOP IN GLOBAL BIZ

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CULTURAL EXCHANGE THROUGH DIVERSE FOOD CULTURES





THE ROLE AND POTENTIAL OF KIMBOP IN GLOBAL BIZ

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GLOBAL EXPANSION OF KIMBOP RESTAURANT CHAINS





PROPOSAL FOR NEW COLLABORATION BETWEEN KOREA AND ASEAN COUNTRIES

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KIMBOP CULTURAL EXCHANGE EVENTS

PROPOSAL FOR NEW COLLABORATION BETWEEN KOREA AND ASEAN COUNTRIES





PROPOSAL FOR NEW COLLABORATION BETWEEN KOREA AND ASEAN COUNTRIES

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KIMBOP FESTIVAL AND EVENTS



PROPOSAL1

모두 최고 식재료에서 나오는데요

마주
각별한
기쁨

EBS

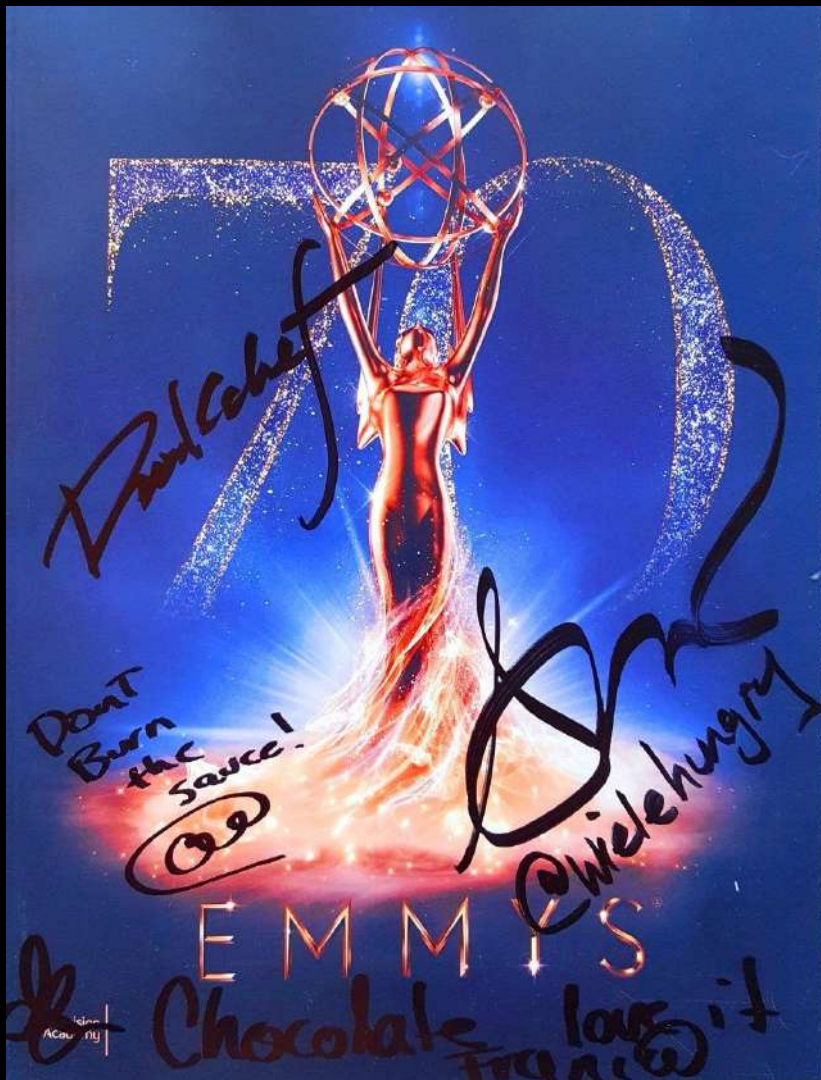
생동
가득한
기쁨

건강을 생각하는 맛까지...

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김락훈 셰프라고 합니다

ROCKCHEF PROPOSE OPENING THE LUXURY KOREAN RESTAURANT IN 5 & 6 STAR HOTELS IN MACAU



PROPOSAL2



ROCKCHEF hopes to hold
the **INTERNATIONAL CONFERENCE**
ON GASTRONOMY
& **TOURISM TOUR** starting in 2024



Kumogata



Rockchef



The image shows a variety of fresh ingredients laid out on a dark blue tablecloth. In the foreground, there are several long, thin, brownish-yellow strips, likely seaweed or bamboo shoots. Behind them are several bowls and piles of ingredients: a bowl of yellow rice, a bowl of purple rice, a bowl of dark seaweed, and a bowl of brown seaweed. There are also fresh vegetables like red radishes, green leafy herbs, and red chili peppers. A large, round, brown object, possibly a whole radish or a piece of seaweed, is prominently displayed in the center. In the background, a person's legs are visible, and a shelf with various bottles is seen. The word "Kimbop" is written in a large, white, cursive font across the bottom left of the image.

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