

WORLD SHOW

April 17 - 19, 2024 | coex



WIS

Experience the Next Wave of IT

Why World IT Show?

Korea's largest-scale of ICT specialized exhibition

- 465 companies 1,294 booths 60,809 visitors(as of 2023)

Supporting global business opportunities by 1:1 consultation meetings

- Buyers of 45 companies from 11 countries, resulting in 518 consultations and achieved a total consultation value of \$143 million (the largest-scale of ICT exhibition in Korea).

WIS Award and Marketing Support to Outstanding Companies for brand enhancement.

- Awards such as WIS Innovation Award (Minister's Award, etc.), Republic of Korea ImpaCT-ech Award (Presidential Award, etc.), and marketing support (press coverage, etc.)

Providing Innovative Business Connecting opportunities between Companies (With Mingling Zone)

- Participation of large, medium, and small businesses' executives and employees, strategic planning and new business development departments, and investors
- 417 matches made for technology partnerships, content partnerships, strategic investments, etc. (as of 2023)

Korea's platform for sharing the latest ICT trends and specialized knowledge

- Various ancillary events held, including conferences consisting of approximately 30 sessions on cutting edge ICT issues such as AI, quantum computing, mobility and more.

Top-notch exhibition marketing space: Active promotion online and offline

- Promote exhibitor's key products through distribution of promotional materials and featured articles.
- WIS Live: On-site interviews with media partners (Giving interview videos with no charge)
- Supporting Seminars - Separate seminar venues provided for product and technology promotion.
- Operation of power bloggers and influencer press teams, pre-event promotion through WIS webzine, etc.

WIS 2024 Overview

Show Title	World IT Show 2024(WIS 2024)
Dates	April17(Wed) - 19(Fri),2024
Venue	COEX,SEOUL,KOREA
Scale	1,400 booths from 500 companies (estimated)

Hosted by



Organized by



Supported by



Business Success Story : World IT Show 2023

WIS 2023 attracts over 70% of its attendees as buyers, providing substantial business opportunities and generating various success stories.



Promising innovators: Real Reviews



KEISER
(CEO of KEISER)

In addition to numerous contacts with buyers, we were able to conduct meaningful business meetings with specific companies pre-matched at the Mingling Zone. The ability to manage such a densely packed exhibition schedule was all thanks to the passionate support of the organizers.



BitGlim
(CEO of BitGlim)

It was a series of great meetings. I was particularly moved by the on-site meetings arranged by the organizers. Thank you so much.



LIBERTREE
(CEO of Libertree)

We didn't make prior appointments with L&F UPLUS, but the organizers arranged an on-site meeting for us, and as a result, we had a promising meeting. I would like to express my appreciation sincerely.

VCAT.AI
(Manager of VCAT)

We sincerely thank the organizers for actively arranging distribution channel development meetings based on a clear understanding of VCAT's services. We are extremely satisfied with the results of participating in the World IT Show!



SEIZEDATA
(Director of SEIZEDATA)

We had a packed three-day schedule with high-quality meetings. Sincere thanks to the individuals who provided such meaningful networking opportunities.

Post Show Report

 <p>No. of Visitors</p> <p>60,809 visitors</p>	 <p>No. of Exhibitors</p> <p>9 Exhibitors from 465 Countries</p>	 <p>No. of Booths</p> <p>1,294 booths</p>	 <p>Scale</p> <p>25,081 sqm</p>
 <p>Business Meetings with foreign buyers</p> <p>From 11 countries</p> <p>45 companies 518 meetings (About \$140 million)</p>		 <p>Major Press Report</p> <p>Over 80 major media and 1,300 press reports</p>	
		 <p>Connecting for Investment</p> <p>Total 417 cases</p>	

Major Buyers

Institutions and organizations	        
Logistics & Distribution	        
Education	        
Finance	         
Manufacturing & Communication	         
Medical & Health	      
Food & Pharmaceutical	        
Security	      <p>and 50,000+ end users.</p>

What's in World IT Show 2024?

» Exhibits



ICT Convergence

- AI & IoT Technology and Platform
- e-Um 5G Technologies, Wireless and Wired Communications, Cloud and Big Data
- ICT Convergence Service and Solutions, etc.



Digital Twin & Metaverse

- Metaverse Platforms, Digital Humans, AR/VR/XR, etc.



Smart Living & Healthcare

- Smart Home/Work/Office
- Smart Appliance, Home Entertainment, Smart Sensors/Devices
- Smart Health/ Beauty Care



Robotics & Intelligent Mobility

- Industrial/Collaborative Robots and Solutions, Educational and Personal Service Robots, etc.
- Autonomous Driving, Eco-friendly Mobility, UAM, Drones and Charging Technology and Aerospace, etc.



Block Chain & Security

- NFT, Web 3.0, Blockchain Platforms
- Information Security, Network Security, Platform/Service Security, Fintech, etc.

» Side Events

■ Global ICT Insight Conference

- Cutting-edge ICT issues and technology sharing, including Generative AI, Quantum, Urban Air Mobility, etc. (Comprising approximately 10 sessions)

■ Business Connecting MINGLING ZONE

- Business matching service based on pre-needs analysis for promising innovative companies and various-sized enterprises.
- Target Buyers: Employees from large, medium, small enterprises, strategic planning, new business developing departments, and investors.

■ WIS 2024 Global ICT Buyer Export Consultation

- Face to Face business consultations held between overseas buyers and exhibitors.
- Approximately 50 overseas buyers and 120 Korean companies were pre-matched.

■ Outstanding Korean ICT Company Awards





- Organizing an awards ceremony to recognize outstanding companies in the ICT sector for their contributions to creating new growth engines and expanding related industries and providing promotional support such as awards and press coverage.
- 2024 WIS Innovation Awards (Minister's Award, etc.), Korea ImpaCT-ech Awards (Presidential Award, etc.).

■ WIS New Product and Technology Presentation

- Providing an opportunity for Exhibitors to introduce their innovative products and new technologies to potential customers.

※ The above event details are subject to change depending on the organizer's circumstances.

Guide of Application for Participation

 Step 1	 Step 2	 Step 3	 Step 4
<p>Fill in the application form.</p> <hr style="border-top: 1px dashed #ccc;"/> <p>Early-bird Discount by Oct. 20, 2023</p>	<p>Submit the application form via e-mail.</p> <hr style="border-top: 1px dashed #ccc;"/> <p>Application Deadline Until Mar. 8, 2024</p>	<p>Send 50% of the participation fee as a deposit via wire transfer.</p> <hr style="border-top: 1px dashed #ccc;"/> <p>Due in 7 days from Invoice date</p>	<p>Pay the remaining balance and utility fee via wire transfer.</p> <hr style="border-top: 1px dashed #ccc;"/> <p>Due date Until Mar. 8, 2024</p>

Booth Price

※ 1 booth (9 sqm) = 3m x 3m

Booth Type	Early Bird [Until Oct. 20, 2023]	Regular [Until Mar. 8, 2024]	Remarks
Raw Space (Space Only)	USD 3,330	USD 3,700	18sqm minimum
Shell Scheme Booth	USD 3,830	USD 4,200	Exhibit space + Basic booth design (9sqm minimum)
Premium Booth	USD 4,430	USD 4,800	Including upgraded booth design (18sqm minimum)

BOOTH INFORMATION

Raw Space	Shell Scheme Booth	Premium Booth
		
<p>Only raw space will be provided. Exhibitors will construct their own booth through a stand contractor registered with COEX.</p>	<p>Includes Exhibit space, Walls, Carpet, Fascia boards, 3 Spotlights, 1 Information desk, 1 Folding chair, 1 Socket</p>	<p>Includes upgraded booth construction (with a designated contractor)</p>

※ Booth designs are subject to change.



Sales Teams

The Korea Economic Daily

TEL +82-2-360-4521

EMAIL ljs@hankyung.com

The Electronic Times

TEL +82-2-2168-9335

EMAIL shawn@etnews.com

K. Fairs

TEL +82-2-555-7153

EMAIL mjkim@kfairs.com

COEX

TEL 82-2-6000-1322

EMAIL worlditshow@coex.co.kr

Inquiry about Booth and Facilities

K. Fairs

TEL +82-2-555-7153

EMAIL mjkim@kfairs.com

Buyers and Business Meetings

KITA

(Korea International Trade Association)

TEL +82-2-6000-5665

EMAIL vividk33@kita.or.kr

The secretariat

KAIT

(Korea Association for ICT Promotion)

TEL +82-2-580-0544

EMAIL wis@kait.or.kr

INTERNATIONAL OFFICE

E.J. Krause & Associate.Inc. Gudrun Tegge

TEL +49(0)211-61073-02

EMAIL tegge@ejkgermany.de