

KOREA MICE EXPO 2023

November **16**(Thu) ▶ **17**(Fri), 2023
Songdo ConvensiA, Incheon

Nov **15**(Wed)
Pre-Tour, Welcome Reception

Nov **16**(Thu)~**17**(Fri)
Exhibition & Business Meeting,
Conference & Presentation,
Networking Dinner

Nov **18**(Sat)~**20**(Mon)
Post Tour

| Greetings from Chairman

It is my distinct pleasure to welcome all participants to the KOREA MICE EXPO 2023 (KME2023).

KME is an annual business event focused on the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry held in Korea.

This year, the Korea MICE Association has the privilege of hosting the event, which is generously sponsored by the Ministry of Culture, Sports and Tourism, and the Korea Tourism Organization.

Further support from the Incheon Metropolitan City and the Incheon Tourism Organization will undeniably enrich the event.

Significantly, this marks the first event hosted by the private sector, and as such, we anticipate more practical business interactions and networking opportunities.

Conferences on a range of topics will facilitate in-depth discussions about the MICE industry.

Notably, with increased participation from global institutions and companies, KME2023 is set to transform into a MICE industry festival that transcends Korea and attracts attendees from all across Asia and the world.

In the aftermath of COVID-19, the MICE industry's paradigm is undergoing rapid transformation.

KME2023 offers a unique opportunity to delve into both the present and future landscape of the changing global MICE industry.

It is my earnest hope that you will cherish your time here, forging new relationships and uncovering new opportunities.

I look forward to meeting you in Incheon, South Korea, this upcoming November.

Thank you.

Korea MICE Association
10th Chairman

Danny Hyundae Shin



| Overview

Title	KOREA MICE EXPO 2023
Date	November 16(Thu)~17(Fri), 2023 *Pre Tour-Nov 15(Wed)/Post Tour-Nov 18(Sat)~20(Mon)
Venue	Songdo ConvensiA, Incheon, Republic of Korea
Host	 Ministry of Culture, Sports and Tourism
Organizers	 Korea MICE Association  Incheon Tourism Organization
Sponsors	 Incheon Metropolitan City  KOREA TOURISM ORGANIZATION
Participant	Approximately 3,000 domestic and international MICE industry professionals
Key Programs	<ul style="list-style-type: none"> - Welcome Reception, Opening Ceremony, Networking Dinner, Closing Ceremony - Exhibition Booths - Business Meetings : One-on-one meetings between buyers and sellers - Conferences : Conferences and Presentations - Pre/Post Tours

| Programs

Time	11.15(Wed)	11.16(Thu)	11.17(Fri)	11.18(Sat)~20(Mon)			
9:00	Pre Tour	Registration		Post Tour			
10:00		Opening ceremony & Korea MICE Awards					
11:00		Exhibition - Business meetings	Conference - Presentaion		Exhibition - Business meetings		
12:00						Conference - Presentaion	Joint Annual Academic Conference <small>(Korea MICE Tourism Society / Korea Association of Trade Exhibition Studies / Society of Business Event & Convention)</small>
13:00							
14:00							
15:00							
16:00		Closing ceremony					
17:00							
18:00	Welcome reception	Networking dinner					
19:00							

※ May subject to change

Exhibition & Business meetings

Exhibition Hall layout



Exhibition Hall Lobby

Exhibitor list

Raw space		Shell Stand / Facilities			
A-01	INCHEON TOURISM ORGANIZATION	I	Infrastructure	ST	Smart-Tech
A-02	SEOUL TOURISM ORGANIZATION	I-01	Boryeong Mud Theme Park	ST-01	MICEHUB Co.,Ltd
A-03	Gyeonggi Tourism Organization	I-02	RYSE AUTOGRAPH COLLECTION HOTEL	ST-02	DABEEO
A-04	GYEONGJU HWABAEK CONVENTION AND VISITORS BUREAU	M	MICE	ST-03	MITA(MICE TECH ALLIANCE)
A-05	COEX MAGOK LEWEST	M-01	UNIONE COMMUNICATIONS	ST-04	MEPS INTERNATIONAL KOREA
B-01	KOREA TOURISM ORGANIZATION	M-02	M&T KOREA	ST-05	
B-02	aT Center	M-03	GLOCALPLUS	WB	World Business
B-03	Ulsan Culture & Tourism Foundation	M-04	EXPORUM Inc.	WB-01	Abu Dhabi Convention & Exhibition Bureau
B-04	Cultural Corps of Korean Buddhism	M-05	IHN COMMUNICATION KOREA	WB-02	AsiaWorld-Expo
B-05	Taiwan Tourism Administration	M-06		ITO	Incheon Tourism Organization
C-01	Goyang CVB	IB	Incentive/Business Meetings	ITO-01	INCHEON TOURISM BUSINESS SUPPORT CENTER (SELVERS)
C-02	Yeosu city	IB-01	Floating Island	ITO-01	INCHEON TOURISM BUSINESS SUPPORT CENTER (RAONDCOMPANY)
C-03	Gangwon Tourism Organization	IB-02	MindfulTRIP	ITO-02	INCHEON TOURISM BUSINESS SUPPORT CENTER (AD LABS)
D-01	Jeollabuk-do Culture&Tourism Foundation	IB-03	National Museum of Korea	ITO-03	
D-02	Daejeon Tourism Organization	IB-04		T	Facilities
D-03	Gyeongnam Tourism Organization	R	Relevant Institutions	T-01	KME Lounge
D-04	JeJu Convention& Visitors Bureau	R-01	Tourism&Leisure Industrial Skills Council	T-02	Buyer Lounge
D-05	Gwangju Tourism Organization	R-02	GMI II ICEM	T-03	KME Stage1
E-01	INSPIRE ENTERTAINMENT RESORT	R-03	KAPCO	T-04	KME Stage2
E-02	CHUNGCHEONGBUKDO	R-04	Korea MICE Association	T-05	Speakers Room
E-03	Busan Tourism Organization	S	Service	T-06	Press Room
E-04	Daegu Convention & Visitors Bureau	S-01	PREMIUMPASS INTERNATIONAL	T-07	Help desk
E-05	Suwon Convention Center & Bureau	S-02	R pagus Co.,Ltd	T-08	Medical Booth
		S-03	JM CONNECTED		Information Desk
		S-04	LANE4		Welcome Board / Photo Zone
					Exhibition Status Board

| Conference

Conference	
Date	11.16(Thu)~17(Fri) 10:00~17:00
Location	Exhibition hall - KME Stage1, 2
Main Topic	MICE, toward a future embracing diversity and expansion

Session

Venue	Time	Title	Speaker
KME Stage1	11.16(Thu)		
	13:00	MICE DESIGNING WORKSHOP I	Jeongmi Son, Director, MICE Impact Lab
	14:00	The Potential for the Advancement of E-sports through the Asian Games' Golden Progress	Junghoon Lee, Secretary General, Riot Games Korea
	15:00	Exhibition Participation Companies Pitching	
	11.17(Fri)		
	10:00	MICE DESIGNING WORKSHOP II	Jeongmi Son, Director, MICE Impact Lab
	11:00	The Market Competitiveness of Short-form Content in the K-Content Market	Changwoo Park, CEO, Soon Entertainment
	13:00	Sneak Peek at Trend Korea 2024	Soojin Lee, Lecturer, Seoul National University
	14:00	Organizational management methods to have in the digital age	Dongcheol Chang, Former Senior Vice President, Retirement from Hyundai Motor Group
	15:00	Digital Transformation of the MICE Industry Combining Data and Services	- Sungbo Shim, CEO, Nei&Company, Inc. - Lena Lee, Senior Manager, MyFair

Venue	Time	Title	Speaker
KME Stage2	11.16(Thu)		
	13:00	The Link between Modern Society and Metaverse : Chat GPT	- Sihan LEE, Professor, Sungshin Women's University - Seunghyuk Jin, CEO, Klleon
	14:00	Asia-Pacific MICE Leaders' Forum	- Simon Wang, President & CEO, TAITRA - Kritsanee Srisatin, Vice President, TICA - ZhuyuanLi, Secretary-General, MICE Committee of CATS
	15:00	Idea Sharing Event to Reduce Mismatch in MICE Recruitment	Organized by MiceStaff
	11.17(Fri)		
	10:00	Leading K-MICE, a convergence of international conferences based on K-culture	- Seongmin Hwang, CEO, OpenerDOC - Bongsoon Lee, CEO, LEEConvention
	13:00	ICCA Bidding Workshop :Research, Bidding Strategies, and the Power of Collaboration	- Ksenija Polla, Head of Education and Legacy Programmes, ICCA - Waikin Wong, Regional Director, ICCA Asia Pacific - Andres Escandon, Regional Director, ICCA Latin America

※ May subject to change

Joint Annual Academic Conference of Three Associations

Date	11.17(Fri) 10:30~18:00
Location	Meeting room 116~118
Main Topic	Securing global competitiveness in the MICE industry
Participating Societies	- Hosted by Korea MICE Tourism Society - Korea Association of Trade Exhibition Studies - Society of Business Event & Convention

| Events

Welcome reception	
For	Invited buyers
Date	11.15(Wed) 18:00~20:00
Location	Incheon PARADISE CITY

Opening ceremony & Korea MICE Awards	
For	All participants
Date	11.16(Thu) 10:30~11:30
Location	Premier Ballroom


Networking dinner	
For	All participants
Date	11.16(Thu) 18:00~20:00
Location	Premier Ballroom

Closing ceremony	
For	All participants
Date	11.17(Fri) 16:00~17:00
Location	Exhibition hall

※ Details are subject to change.

MICE Destination Presentation	
For	Invited buyers ※ Luncheon provided
Date	- 11.16(Thu) 12:00~13:00 (Gyeongju) - 11.17(Fri) 12:00~13:00 (Incheon & Gangwon)
Location	Meeting room

| General Registration

Pre-registration	August 11(Fri)~November 10(Fri), 2023	KME homepage 
Registration method	Online registration through the homepage	
Registration Fee	Free	

KOREA MICE EXPO 2024

Upcoming
KOREA MICE EXPO 2024

Songdo ConvensiA, Incheon

