



01

### Connecting the Experience, Coex Exhibitions

Our vision is to create a dynamic innovation platform that seamlessly integrates people, technology, knowledge and information together.

02

### Market Pioneer

Our exhibitions take the lead in showcasing future technologies and industries, including energy, mobility, logistics, smart manufacturing and food technology.

03

### Global Partnership

As a global organizer, Coex exhibitions offer tailored consulting services for entering and expanding into international markets, including Germany, Vietnam, Indonesia, Thailand, Malaysia and beyond.

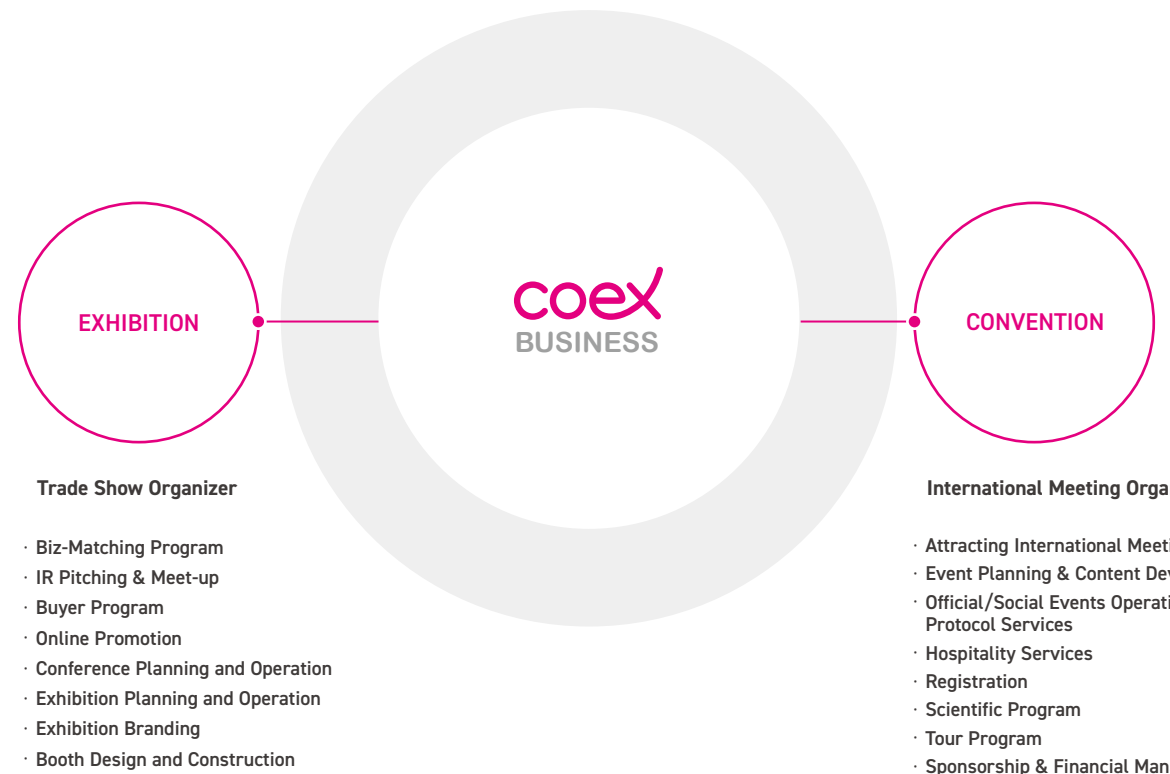
# Coex Business

## A Global Leader of the MICE Industry Led by Top-Tier Professionals

Coex Convention & Exhibition Business Division, acknowledged as the most experienced PCO and PEO, has been leading Korea's MICE Industry for the past 37 years since 1988.

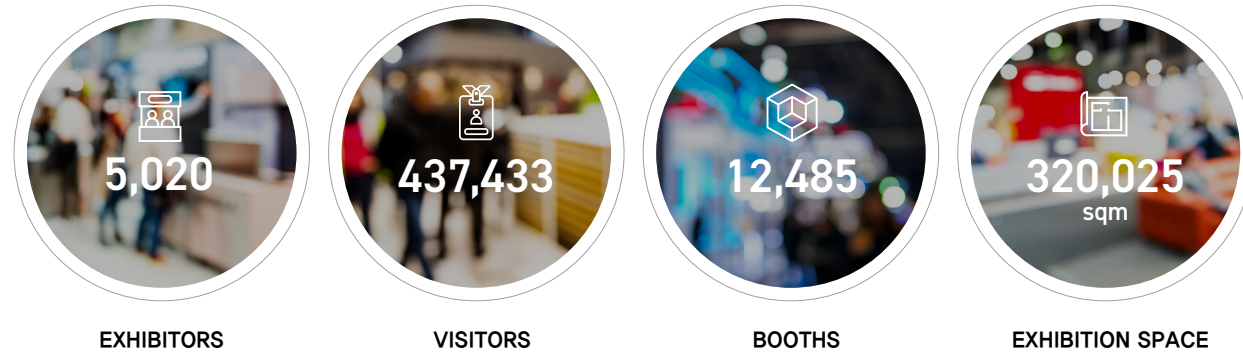
As Korea's largest trade show organizer, we host 27 domestic and 9 international exhibitions every year covering a wide range of industries. We prioritize expanding and diversifying our portfolio across five core industry sectors. Moreover, we strive our efforts globally to support domestic companies in entering overseas markets through ongoing development of international exhibitions.

Coex, one of the most representative Professional Conference Organizer in Korea, successfully hosted various international events including the 3rd ASEM Summit in 2000, the G20 Seoul Summit in 2010, and Seoul Nuclear Security Summit in 2012.



# Coex Business\_Exhibition

**SCALE** (Based on the 2022 Coex Exhibition & Convention Business Division Outcomes)



## EXHIBITION SERVICES

<p><b>Biz-Matching Program</b></p> <p>Coex offers an optimal business platform that amplifies business opportunities by identifying the needs of both buyers and sellers.</p>	<p><b>IR Pitching &amp; Meet-up</b></p> <p>We offer a range of diverse business programs and services to support exhibitors in showcasing their products and services to targeted audiences.</p>	<p><b>Buyer Program</b></p> <p>Coex offers premium one-stop service covering accommodation, technical visits and tours for both domestic and overseas buyers.</p>	<p><b>Online Promotion</b></p> <p>Coex offers a range of digital branding opportunities, including the utilization of built-in LED screens located throughout Coex Center known as XPACE, alongside various other online promotional activities.</p>
<p><b>Conference Planning and Operation</b></p> <p>Coex hosts conferences showcasing the latest industry trends and provides integrated services including program planning and marketing to attract industry professionals.</p>	<p><b>Exhibition Planning and Operation</b></p> <p>We offer comprehensive exhibition operation services, supported by a network of qualified partners and a top-tier talent professionals.</p>	<p><b>Exhibition Branding</b></p> <p>Coex offers exhibition branding services, visualizing the client's core values and ensuring brand consistency in designs of logos, ads and other promotional materials.</p>	<p><b>Booth Design and Construction</b></p> <p>We offer customized booth design and construction services for exhibitors.</p>

### Inquiries on Coex Exhibition & Convention Business

- ※ For inquiries regarding a specific exhibition, please visit respective exhibition's official website.
- ※ For inquiries related to exhibition hall lease, please refer to the Coex official website.

# 2024 Coex Exhibition Schedule

- Digital Transformation
- Energy
- Living & Culture
- Mobility
- Food & Service

## Domestic Exhibitions

Month	Dates	Exhibition Name	Venue	Industry
2	February 28 (Wed) – March 3 (Sun)	Seoul Living Design Fair	A, B, C, D	●
3	March 6 (Wed) - March 8 (Fri)	InterBattery	B, C, D, E	●
	March 6 (Wed) - March 8 (Fri)	EV Trend Korea	A	●
	March 21 (Thu) - March 24 (Sun)	Coffee Expo Seoul	A, B	●
	March 21 (Thu) - March 23 (Sat)	International Franchise Show (IFS)_first half of the year	C, D	●
	March 27 (Wed) - March 29 (Fri)	Smart Factory + Automation World	A, B, C, D	●
4	April 3 (Wed) - April 5 (Fri)	Seoul International Electric Fair / Power Generation Korea / Korea Smart Grid Expo	A, B	●
	April 3 (Wed) - April 7 (Sun)	Galleries Art Fair	C, D	●
	April 17 (Wed) - April 19 (Fri)	World IT Show (WIS)	A, C	●
	April 25 (Thu) - April 28 (Sun)	Cobe Baby Fair_first half of the year	A	●
6	June 19 (Wed) - June 21 (Fri)	Korea Hotel Show	D	●
	June 26 (Wed) - June 30 (Sun)	Seoul International Book Fair	C, D	●
7	July 4 (Thu) - July 6 (Sat)	All That Travel	D	●
	July 17 (Wed) - July 19 (Fri)	Unmanned System World Congress (UWC) / Smart TransLogistiX	C, D	●
	July 18 (Thu) - July 21 (Sun)	Korea Character Licensing Fair	A, B	●
	July 25 (Thu) - July 27 (Sat)	University Early Admissions Fair	A	●
	July 25 (Thu) - July 27 (Sat)	Agri & Food Tech Start-up Rising Expo (AFRO)	B	●
9	September 4 (Wed) - September 8 (Sun)	Kiaf SEOUL	A, B	●
10	October 16 (Wed) - October 18 (Fri)	Green Business Week	A	●
	October 16 (Wed) - October 18 (Fri)	Korea Architecture Fair & Festival (KAFF)	B	●
	October 31 (Thu) - November 3 (Sun)	Cobe Baby Fair_second half of the year	A	●
	October 31 (Thu) - November 2 (Sat)	International Franchise Show (IFS)_second half of the year	C	●
11	November 20 (Wed) - November 23 (Sat)	Coex Food Week	A, B, C, D	●
	November 20 (Wed) - November 23 (Sat)	Bakery Fair	C	●
	November 20 (Wed) - November 23 (Sat)	World FoodTech Expo	D	●
	November 28 (Thu) - November 30 (Sat)	Korea International Sign & Design Show (KOSIGN)	A	●
12	December 4 (Wed) - December 6 (Fri)	Seoul International Sourcing Fair	C	●
	December 19 (Thu) - December 21 (Sat)	University Regular Admissions Fair	A	●

\* The schedule above is subject to change based on circumstances.

## Overseas Exhibitions

Month	Dates	Exhibition Name	Venue	Industry
5	May 30 (Thu) - June 2 (Sun)	Vietnam International Premium Products Fair (VIPREMIUM)	SECC, Ho Chi Minh, Vietnam	●
	May 30 (Thu) - June 2 (Sun)	HCMC Int'l Maternity-Baby & Kids Fair (HCMC VIETBABY)	SECC, Ho Chi Minh, Vietnam	●
6	June 19 (Wed) - June 21 (Fri)	InterBattery Europe	Messe Munchen, Munchen, Germany	●
9	September 5 (Thu) - September 8 (Sun)	Jakarta International Premium Products Fair (JIPREMIUM)	JCC, Jakarta, Indonesia	●
	September 25 (Wed) - September 27 (Fri)	Automation World Vietnam	WTC EXPO, Binh Duong, Vietnam	●
	September 25 (Wed) - September 27 (Fri)	Electric Energy Show (ELECS)	WTC EXPO, Binh Duong, Vietnam	●
	September 26 (Thu) - September 28 (Sat)	Hanoi Int'l Maternity-Baby & Kids Fair (Hanoi VIETBABY)	I.C.E, Hanoi, Vietnam	●
10	October 31 (Thu) - November 2 (Sat)	Vietnam Int'l Retailtech & Franchise Show (VIETRF)	SECC, Ho Chi Minh, Vietnam	●
	October 31 (Thu) - November 2 (Sat)	Coffee Expo Vietnam	SECC, Ho Chi Minh, Vietnam	●

\* The schedule above is subject to change based on circumstances.



Digital | IT | AI | Automation | Metaverse  
Blockchain | Machine | Machine Vision

# DIGITAL TRANSFORMATION

Digital Transformation (DX) is continuously growing in its significance as businesses have employed digital technologies to present innovative business models focused on enhancing customer experiences. The evolution and convergence of technologies like cloud computing, artificial intelligence (AI) and big data analysis are expected to play a vital role in sustaining competitiveness and fostering growth for businesses.

Smart Factory + Automation World  
World IT Show



## Smart Factory + Automation World

Launched as the first factory automation trade show in KOREA ever since its inception in 1990, Smart Factory + Automation World has built its reputation as the major platform for cutting-edge automation technology at home and abroad. AW covers the entire spectrum of smart and digital automation – from simple sensors to intelligent solutions, from what is feasible today to the vision of a fully digitalized industrial world.

**Dates** March 27 (Wed) - March 29 (Fri)  
**Venue** Coex Halls A, B, C, D  
**Scale** 500 Exhibitors, 2,000 Booths  
**Organizer** Coex, Korea Industry Intelligentization Association, Korea Machine Vision Industrial Association, Chomdan INC.  
**Exhibit Items** Factory Automation (Sensor, PLC, Motion Control, etc.) / Machine Vision (Industrial Cameras, Lens and Lights, etc.) / Smart Factory (Digital Factory, Big Data, AI, Smart Logistics, etc.)  
**Homepage** [www.automationworld.co.kr](http://www.automationworld.co.kr)



## World IT Show

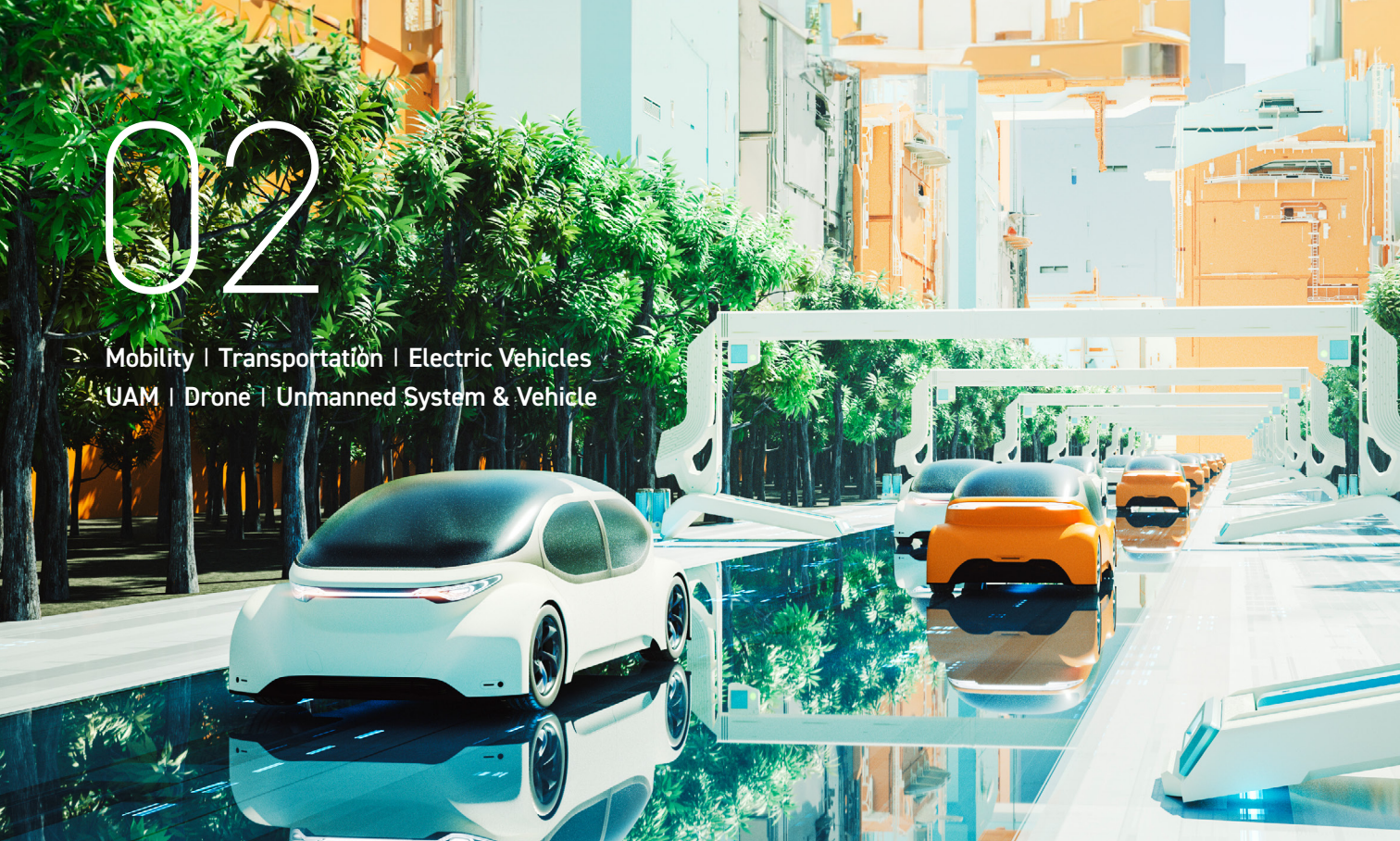
World IT Show, a one-stop platform for digital transformation and Experience the Next Wave of IT! World IT Show is the nation's biggest ICT exhibition for B2B business and is visited by more than 50,000 ICT professionals from home and abroad.

**Dates** April 17 (Wed) - April 19 (Fri)  
**Venue** Coex Halls A, C  
**Scale** 500 Exhibitors, 1,400 Booths  
**Host** Ministry of Science and ICT  
**Organizer** Coex, Korea international Trade Association, The Korea Economic Daily, The Electronic Times, K. Fairs, Korea Association for ICT Promotion  
**Exhibit Items** Untact Technology / AI, IoT & ICT Convergence service / Digital Twins & Metaverse / Smart Device / Cyber Technology & Blockchain  
**Homepage** [www.worlditshow.co.kr](http://www.worlditshow.co.kr)



# 02

Mobility | Transportation | Electric Vehicles  
UAM | Drone | Unmanned System & Vehicle



## MOBILITY

The mobility industry is gaining substantial significance, primarily driven by the rise in the adoption of electric vehicles and convergence of service, information technology (IT) and energy sectors. Moreover, with a growing focus on customer service and in-vehicle experiences, the mobility industry is expected to take the lead and establish itself as a significant new trend.

EV TREND KOREA  
Unmanned system World Congress (UWC)  
Smart TransLogistiX



### EV TREND KOREA

It is the only expo for electric vehicles and aims to contribute to social transformation by promoting the adoption of eco-friendly EV in the private sector, creating a new EV culture, and improving user inconvenience.

**Dates** March 6 (Wed) - March 8 (Fri)  
**Venue** Coex Hall A  
**Scale** 150 Exhibitors, 450 Booths  
**Host** Ministry of Environment  
**Organizer** Coex, Korea Battery Industry Association  
**Exhibit Items** E-Mobility / Battery, ECU, EV Motor / Charge Equipment / Thermal management / Related products / Infrastructure / Service and policy promotion exhibition  
**Homepage** [www.evtrendkorea.co.kr](http://www.evtrendkorea.co.kr)



### Smart TransLogistiX

Taking place for the first time in 2022, the exhibition showcases innovative technologies and solutions in road transport and logistics industry spanning digital road, ITS, autonomous driving, smart logistics, delivery robot, digital twin and hyperloop.

**Dates** July 17 (Wed) - July 19 (Fri)  
**Venue** Coex Hall D  
**Scale** 120 Exhibitors, 250 Booths  
**Organizer** Coex, Smart TransLogistiX Secretariat  
**Exhibit Items** Smart Road infrastructure / Smart bio package / Smart logistic automation / Traffic control management system / Autonomous driving etc.  
**Homepage** [www.stlx.co.kr](http://www.stlx.co.kr)



### Unmanned system World Congress (UWC)

First held in 2018, it is the nation's largest exhibition dedicated to unmanned system & vehicle. The event features vehicles of the future in air, ground and marine including Unmanned Air Vehicle (UAV), Unmanned Ground Vehicle (UGV), unmanned submarine and unmanned underwater vehicle (USV/UUV).

**Dates** July 17 (Wed) - July 19 (Fri)  
**Venue** Coex Hall C  
**Scale** 200 Exhibitors, 500 Booths  
**Organizer** Coex, Korea Research Association for Unmanned Vehicle, Korea Drone Industry Promotion Association  
**Exhibit Items** Air UAV / Ground UGV / Marine USV, UUV, etc.  
**Homepage** [www.uwc.center](http://www.uwc.center)



# 03

Battery | Renewable Energy | Electrical Industry |  
Power Generation Industry | Carbon Neutral |  
Nuclear Power | Hydrogen Energy



## ENERGY

The energy industry, fundamental to a sustainable future, has taken a pivotal role in developing renewable energy and green technologies to cope with climate change and environmental issues. It also has remarkably been growing as a sector in which generates new economic opportunities such as renewable energy, batteries, and smart grids.

InterBattery  
Green Business Week (GBW)  
Seoul International Electric Fair & Power Generation Korea  
Korea Smart Grid Expo



### InterBattery

InterBattery is a business exhibition specialized in battery sector spanning a wide spectrum from the market of small mobile battery to the mid-to-large battery market in the energy, EV, and ESS field. It has become the Korea's only venue to enable visitors and participants to grasp on the latest products and trends in battery industry from home and abroad and get a chance to meet buyers at first hand.

**Dates** March 6 (Wed) - March 8 (Fri)  
**Venue** Coex Halls B, C, D, E  
**Scale** 500 Exhibitors, 1,800 Booths  
**Host** Ministry of Trade, Industry and Energy  
**Organizer** Coex, Korea Battery Industry Association, KOTRA  
**Exhibit Items** Battery cell, Pack manufacturing, 4 major materials(anode, cathode, separator, electrolyte), Other materials and parts, System and circuit S/W, Equipment and automation solution, Reuse/Recycle, ESS, Charging and discharging electricity, and others

**Homepage** [www.interbattery.or.kr](http://www.interbattery.or.kr)



### Seoul International Electric Fair & Power Generation Korea

Seoul International Electric Fair and Power Generation Korea, representative exhibitions in the Korean power and energy industry, offer an opportunity to share global market expansion strategy and the latest technology trends and to promote mutual exchanges among the power and energy industry.

**Dates** April 3 (Wed) - April 5 (Fri)  
**Venue** Coex Halls A, B  
**Scale** 200 Exhibitors, 500 Booths  
**Host** Ministry of Trade, Industry and Energy  
**Organizer** Korea Electrical Manufacturers Association, Korea Electric Power Corporation  
**Exhibit Items** Transmission and distribution equipment, Power generation and nuclear power equipment, Renewable energy, Energy storage technology, Digital transformation, Electric railway, and others

**Homepage** [sief.co.kr](http://sief.co.kr)



### Green Business Week (GBW)

Countries around the world have made a big stride toward energy transition in efforts to save the earth from global warming due to climate change. Under the circumstances, Green Business Week aims at reinventing itself as a business venue for gathering of large companies leading carbon neutrality and green growth.

**Dates** October 16 (Wed) - October 18 (Fri)  
**Venue** Coex Hall A  
**Scale** 100 Exhibitors, 400 Booths  
**Host** National Assembly Hydrogen Economy Forum  
**Organizer** Money Today, Coex  
**Exhibit Items** Hydrogen production-charging-utilization sectors/ Nuclear power/ Solar photovoltaic/ Green mobility/ Eco-friendly power generation and energy/ Circulation economy

**Homepage** [www.gbw.kr](http://www.gbw.kr)



### Korea Smart Grid Expo

Korea Smart Grid Expo, the only exhibition specialized in Smart Grid in Korea, is the venue for exploring the future of the energy industry and promoting the latest products & solutions of the high-tech energy industry.

**Dates** April 3 (Wed) - April 5 (Fri)  
**Venue** Coex Halls A, B  
**Scale** 100 Exhibitors, 400 Booths  
**Host** Ministry of Trade, Industry and Energy  
**Organizer** Korea Smart Grid Association, Coex  
**Exhibit Items** EV charging infrastructure(charging station, EV, and others) / Distributed energy(renewable energy, VPP, and Microgrid)/ Energy Storage System(Battery, PCS)/ DR(demand response market, small-scale power trading market, and public DR)

**Homepage** [www.ksgw.or.kr](http://www.ksgw.or.kr)

# 04

Food | Drink | Franchise  
Service | FoodTech



## FOOD & SERVICE

The Food & Service industry showcases a variety of innovative technologies and products that elevate the quality and safety of food products. It plays a fundamental role in the food industry, enabling consumers to easily access future foods safely and ultimately contributing to the establishment of a sustainable food supply chain.

- International Franchise Show (IFS)
- Coffee Expo Seoul
- Korea Hotel Show
- Coex Food Week
- World FoodTech Expo (WFTE)
- Bakery Fair
- Agri & Food Tech Start-up Rising Expo (AFRO)

**IFS** | 프랜차이즈  
창업박람회



### International Franchise Show (IFS)

International Franchise Show (IFS) holds an excellent track record of attracting big brands and has been steadily growing over 52 successful editions, attracting 20,000+ visitors from across Korea and the world. With 200+ brands taking part in the show with over 500+ stands, IFS is the largest international franchise show in Korea.

- Dates** First half of the year |  
March 21 (Thu) - March 23 (Sat)  
Second half of the year |  
October 31 (Thu) - November 2 (Sat)
- Venue** First half of the year | Coex Halls C, D  
Second half of the year | Coex Hall C
- Scale** 200 Exhibitors, 700 Booths
- Host** Korea Franchise Association
- Organizer** Coex, RX Korea
- Exhibit Items** Restaurant/Café/Bar/Pubs, Take-Away/Delivery, Self-Service Shop, Wholesale & Retail, Unmanned Service, Retail Equipment & Technology, Store Supplies, Payment/Security System
- Homepage** [www.ifskorea.co.kr](http://www.ifskorea.co.kr)

**KOREA  
HOTEL SHOW**



### Korea Hotel Show

The Korea Hotel Show is the only specialized exhibition in the hotel and accommodation industry, as well as the F&B industry, that introduces new changes, visions, and development directions. It serves as a platform for connecting buyers and actual consumers, fostering camaraderie among government, academia, industry, and associations, all while leading the advancement and internationalization of the hospitality industry through various events, including hotel industry conferences, the Korea Youth Casino Dealer Competition, and the K-Hotelier Awards ceremony.

- Dates** June 19 (Wed) - June 21 (Fri)
- Venue** Coex Hall D
- Scale** 150 Exhibitors, 400 Booths
- Organizer** Coex, Hotel&Restaurant
- Exhibit Items** Hotel Room Supplies / Hotel Development & Operation / Hygiene Supplies / Hotel Facilities / Interior & Exterior / F&B / Hotel IT & Service
- Homepage** [www.koreahotelshow.co.kr](http://www.koreahotelshow.co.kr)

**COFFEE  
EXPO  
SEOUL** 서울커피엑스포



### Coffee Expo Seoul

Coffee Expo Seoul, co-organized by Coex and Korea Coffee Association, is the largest coffee exhibition held in the first half of the year in Korea. Coffee Expo Seoul aims to bring together the entire coffee and related industry at the center of Seoul, Coex, and serve as the perfect business platform for local and overseas exhibitors/buyers seeking to explore the emerging Korean coffee market.

- Dates** March 21 (Thu) - March 24 (Sun)
- Venue** Coex Halls A, B
- Scale** 250 Exhibitors, 900 Booths
- Organizer** Coex, Korea Coffee Association
- Exhibit Items** Machinery & Equipment, Coffee Beans & Ingredients, Tea & Other Beverages, Dessert & Bakery, Kitchen Equipment, Living & Kitchenware, Packaging Materials, Franchise & Shop Supplies, Retail IT Solutions, Eco-friendly Solutions
- Homepage** [www.coffeexposeoul.com](http://www.coffeexposeoul.com)





### Agri & Food Tech Start-up Rising Expo (AFRO)

The Agri & Food Tech Start-up Rising Expo highlights startups with global potential in the Agri & FoodTech sector, presenting innovative products and services aimed at addressing the challenges in the agriculture and food industries. The event also encompasses a range of concurrent programs, including conferences and Investor Relations (IR) presentations.

- Dates** July 25 (Thu) - July 27 (Sat)
- Venue** Coex Hall B
- Scale** 250 Exhibitors, 300 Booths
- Host** Ministry of Agriculture, Food and Rural Affairs of Korea
- Organizer** Korea Agriculture Technology Promotion Agency, NongHyup, Coex
- Exhibit Items** FoodTech Startups, AgTech Startups, Green Biotech Startups
- Homepage** [www.startup-afro.kr](http://www.startup-afro.kr)



### Coex Food Week

Coex Food Week is the largest international food related exhibition held in Seoul, South Korea. As a global food comprehensive exhibition, Coex Food Week has been an optimal business platform for F&B industry. Held in conjunction with World FoodTech Expo and Bakery Fair, it features products and services of the global food industry.

- Dates** November 20 (Wed) - November 23 (Sat)
- Venue** Coex Halls A, B, C, D
- Scale** 1,000 Exhibitors, 1,700 Booths
- Organizer** Coex
- Exhibit Items** Fresh Food, Processed Food, International Food, Seasonings & Spices, HMR & Snacks, Bakery & Dessert, Beverages, Functional Food, Alternative Food, HORECA F&B Equipment, Smart Farm Equipment & Solution, Food Processing & Packaging Equipment, Food Automation Solution
- Homepage** [www.foodweek.co.kr/eng](http://www.foodweek.co.kr/eng)



### World FoodTech Expo (WFTE)

World FoodTech Expo is Korea's one & only professional trade fair dedicated to emerging Food Technology industry. It offers an industry encompassing business and networking platform for international food technology experts, aiming for Korea to become the hub of the global food technology industry. Co-located with Coex Food Week, the leading F&B exhibition in South Korea, both events gather industry professionals of the entire food industry.

- Dates** November 20 (Wed) - November 23 (Sat)
- Venue** Coex Hall D
- Scale** 200 Exhibitors, 400 Booths
- Organizer** Coex, Korea FoodTech Council
- Exhibit Items** Food Processing, Packaging Machinery and Materials, Alternative Food & Substitutes, Distribution & Logistic System, Quality Management and Food Safety, Food Analytics, Automation & Robotics, IoT, Big Data, Artificial Intelligence (AI), Biotechnology (BT)
- Homepage** [www.worldfoodtechexpo.co.kr/eng](http://www.worldfoodtechexpo.co.kr/eng)



### Bakery Fair

The Bakery Fair, co-organized with Korean Master Bakers Association, showcases nation's top baking and confectionery expertise and technology. As a leading comprehensive marketing platform in the industry, it has solidified its position as the primary B2B platform in the bakery sector playing a crucial role as a channel for engagement with qualified buyers.

- Dates** November 20 (Wed) - November 23 (Sat)
- Venue** Coex Hall C
- Scale** 150 Exhibitors, 300 Booths
- Organizer** Coex, Korean Master Bakers Association
- Exhibit Items** Baking Equipment, Baking Additives & Ingredients, Baking Tools & Accessories, Baking Packaging & Supplies, Decorations
- Homepage** [bakery-show.com](http://bakery-show.com)





# 05

Art | Design | Character | Culture  
Travel | Book | Education |  
Consumer goods



## LIVING & CULTURE

As the demand for products reflecting lifestyle and identity continues to rise, this industry has emerged and gained attention as a sector focused on enhancing quality of life and providing cultural experiences. With the advancement of digital technology, there is a growing interest in online platforms such as NFTs and digital art, contributing to the continuous growth of this industry.

Seoul Living Design Fair  
Galleries Art Fair  
Cobe Baby Fair  
Seoul International Book Fair  
All That Travel  
Korea Character Licensing Fair

University Admissions Fair (Early / Regular)  
Korea International Art Fair (Kiaf SEOUL)  
Korea Architecture Fair & Festival (KAFF)  
Korea International Sign & Design Show (KOSIGN)  
Seoul International Sourcing Fair

Seoul Living Design Fair  
서울리빙디자인페어



### Seoul Living Design Fair

Seoul Living Design Fair has become a desire partner for leading brands and consumers in living design industry. It has created high value-added contents and provided total marketing solutions through collaboration with prominent designers not only simply displayed good product collections to ultimately lead the future of the Korean living design industry.

**Dates** February 28 (Wed) - March 3 (Sun)  
**Venue** Coex Halls A, B, C, D  
**Scale** 350 Exhibitors, 1,500 Booths  
**Organizer** Designhouse, Coex, MBN  
**Exhibit Items** Furniture, Interior Design / IT Home Application / Home Deco / Total Interior / Bathroom, Kitchen & Dining product / Bathroom / Craft  
**Homepage** [livingdesignfair.co.kr](http://livingdesignfair.co.kr)

cobe



### Cobe Baby Fair

This exhibition provides products and information necessary for child education and offers new experiences at various venues to ensure parents to enjoy and communicate with their children. In so doing, it aims at encouraging education as a driving force for our future and revitalizing related industries.

**Dates** First half of the year | April 25 (Thu) - April 28 (Sun)  
Second half of the year | October 31 (Thu) - November 3 (Sun)  
**Venue** Coex Hall A  
**Scale** 350 Exhibitors, 700 Booths  
**Organizer** MESSE ESANG, Coex  
**Exhibit Items** Maternity products/ Newborn care products/ Prenatal care products/Education/Publish/ Learning tools  
**Homepage** [www.cobe.co.kr](http://www.cobe.co.kr)

화랑미술제  
GALLERIES ART FAIR



### Galleries Art Fair

Galleries Art Fair, the Korea's first and oldest art fair, has introduced trustworthy artists and art works based on its remarkably long tradition.

**Dates** April 3 (Wed) - April 7 (Sun)  
**Venue** Coex Halls C, D  
**Scale** 150 Galleries  
**Host** Galleries Association of Korea, Coex  
**Organizer** Galleries Association of Korea  
**Exhibit Items** Painting / Sculpture / Media art, etc.  
**Homepage** <http://koreagalleries.or.kr/art-fair>

책



### Seoul International Book Fair

Launched as the National Book Exhibition in 1954, Seoul International Book Fair has advanced into one of the largest book fairs in Korea to bring publishers, authors, and readers all together over the last 70 years. As a fascinating festival, it gathers together book content creators, readers, writers, scholars, artists, and editors to share their knowledge and information.

**Dates** June 26 (Wed) - June 30 (Sun)  
**Venue** Coex Halls C, D  
**Scale** 250 Exhibitors, 700 Booths  
**Host** Korean Publishers Association  
**Organizer** Coex  
**Exhibit Items** Theme exhibition/ Special exhibition/ New book introduction/ Writer's exhibition  
**Homepage** [sibf.or.kr](http://sibf.or.kr)



## All That Travel

All That Travel, the Korea's only exhibition in travel tech, introduces new technologies combined with travel, travel deep tech businesses, various travel services, and contents to provide visitors with an experience of the new era of smart travel.

<b>Dates</b>	July 4 (Thu) - July 6 (Sat)
<b>Venue</b>	Coex Hall D
<b>Scale</b>	110 Exhibitors
<b>Organizer</b>	EDAILY, Coex, Korea Tourism Start-up Association
<b>Exhibit Items</b>	Travel tech, Travel service, Travel content, Travel infrastructure, Travel-themed goods
<b>Homepage</b>	<a href="http://alltt.co.kr">alltt.co.kr</a>



## University Admissions Fair (Early / Regular)

It is held to provide practical information and consulting services to students, parents, and career guidance teachers in regard to career path and university admissions.

<b>Dates</b>	University Early Admissions Fair   July 25 (Thu) - July 27 (Sat) University Regular Admissions Fair   December 19 (Thu) - December 21 (Sat)
<b>Venue</b>	Coex Hall A
<b>Scale</b>	150 Universities, 400 Booths
<b>Host</b>	Organizing Committee of University Regular Admissions Fair
<b>Organizer</b>	Korean Council for University Education
<b>Exhibit Items</b>	Information of university admissions, Consulting services on career and academic path
<b>Homepage</b>	<a href="http://univexpo.kr">univexpo.kr</a>



## Korea Character Licensing Fair

The Korean character industry has achieved a remarkable growth and the Korea Character Licensing Fair has led it at the center of the advancement over the last 21 years. Together with over 130,000 visitors, buyers, and participating companies passionate about the character industry, the fair strives to globalize K-contents and to reinvent itself as one of the Asia's leading culture content licensing shows as well as character licensing fair.

<b>Dates</b>	July 18 (Thu) - July 21 (Sun)
<b>Venue</b>	Coex Halls A, B
<b>Scale</b>	200 Exhibitors, 700 Booths
<b>Host</b>	Ministry of Culture, Sports and Tourism
<b>Organizer</b>	KOCCA, Coex
<b>Exhibit Items</b>	Characters / Cartoons, Animations, Broadcasting / Games, Stationeries, Toys / Beauty Products, Food, Goods, etc.
<b>Homepage</b>	<a href="http://www.characterfair.kr">www.characterfair.kr</a>



## Korea International Art Fair (Kiaf SEOUL)

Korea International Art Fair is the Korea's first international art fair that inaugurated in 2002. Now, the Kiaf Seoul has remarkably grown centered around Seoul, a global art city, by bringing together galleries around the globe. Starting from 2022, it has been held in association with the UK FRIEZE, one of the globally renowned art fairs, at COEX and it also taken a leap forward beyond Korea to advance into a leading art fair in Asia.

<b>Dates</b>	September 4 (Wed) - September 8 (Sun)
<b>Venue</b>	Coex Halls A, B
<b>Scale</b>	200 Galleries
<b>Organizer</b>	Galleries Association of Korea, Coex
<b>Exhibit Items</b>	Exhibition of art works of 200 galleries around the world
<b>Homepage</b>	<a href="http://kiaf.org">kiaf.org</a>



## Korea Architecture Fair & Festival (KAFF)

Korean Architecture Fair & Festival is the only B2B and B2G exhibition specialized in architecture held for all of architects, those involved in architecture, construction material suppliers, and customers of architectural services.

<b>Dates</b>	October 16 (Wed) - October 18 (Fri)
<b>Venue</b>	Coex Hall B
<b>Scale</b>	100 Exhibitors, 200 Booths
<b>Host</b>	Korea Institute of Registered Architects
<b>Organizer</b>	Coex
<b>Exhibit Items</b>	Excellent construction materials and equipment/Landscaping/Renewable energy/IT/High-efficiency energy saving devices
<b>Homepage</b>	<a href="http://www.kaff.biz">www.kaff.biz</a>



## Seoul International Sourcing Fair

Since 1991, Seoul Int'l Sourcing Fair has been the No.1 B2B trade show on Consumer goods, Gift, Sales promotion items in South Korea. It has been steadily growing with professional exhibitors and buyers in domestic and overseas over 30 years. Seoul Int'l Sourcing Fair will help the consumer goods manufacturers to have practical business outcomes through 1:1 Biz-Match program with retail and wholesale big buyers, and also to keep up with the latest consumer trends.

<b>Dates</b>	December 4 (Wed) - December 6 (Fri)
<b>Venue</b>	Coex Hall C
<b>Scale</b>	350 Exhibitors, 400 Booths
<b>Organizer</b>	Coex, ICEM
<b>Exhibit Items</b>	Consumer Electronics, Fashion Apparel & Accessories, Food & Beverages, Gifts & Premiums, Health & Beauty, Home Appliances, Home Decorations, Household Supplies, Office Supplies, Sports & Outdoors, Printing & Packaging, Manufacturing & Retail Solutions
<b>Homepage</b>	<a href="http://www.sourcingfair.co.kr">www.sourcingfair.co.kr</a>



## Korea International Sign & Design Show (KOSIGN)

KOSIGN, a visual graphic exhibition, stands as a significant business platform driving innovation and encouraging growth within the signage market. Its focus on convergence has reshaped it into a comprehensive exhibition that covers a broad spectrum, ranging from traditional analog signage to various digital printing-related sectors. This includes digital signage, textiles, industrial printing, and packaging, showcasing the dynamic evolution of the industry.

<b>Dates</b>	November 28 (Thu) - November 30 (Sat)
<b>Venue</b>	Coex Hall A
<b>Scale</b>	150 Exhibitors, 450 Booths
<b>Organizer</b>	Coex, Korea Outdoor Advertising Association
<b>Exhibit Items</b>	Digital Signage, Printing Equipment (Large Format Printing, 3D, Textile, Label, Sticker, Goods), Machine Tools, Automation Solutions, LED Signage & Lighting, Advertising Products and Raw Materials
<b>Homepage</b>	<a href="http://kosignshow.co.kr">kosignshow.co.kr</a>

# 06

Overseas Exhibitions | Germany | Vietnam | Indonesia



## OVERSEAS EXHIBITIONS

As a leading organizer of specialized exhibitions in a wide range of industries, Coex has focused primarily on emerging markets, such as Vietnam, Indonesia, and Germany. Our extensive portfolio of overseas exhibitions provides optimal platforms for companies seeking to expand into rapidly developing markets.

Through our active collaboration with the Korea International Trade Association (KITA), the Chambers of Commerce of the hosting countries, and other related associations, we strive to expand export channels by offering differentiated services to our exhibition participants.

Vietnam International Premium Products Fair (VIPREMIUM)  
HCMC Int'l Maternity · Baby & Kids Fair (HCMC VIETBABY)  
InterBattery Europe  
Jakarta International Premium Products Fair (JIPREMIUM)

Automation World Vietnam  
Electric Energy Show (ELECS)  
Hanoi Int'l Maternity · Baby & Kids Fair (Hanoi VIETBABY)  
Vietnam Int'l Retailtech & Franchise Show (VIETRF)  
Coffee Expo Vietnam



### Vietnam International Premium Products Fair (VIPREMIUM)

An exhibition for B2B businesses which seek to enter and expand their business in consumer market in Vietnam, which has become one of three largest importers to Korea.

**Dates** May 30 (Thu) - June 2 (Sun)  
**Venue** SECC, Ho Chi Minh, Vietnam  
**Scale** 200 Exhibitors, 250 Booths (4,400sqm)  
**Organizer** Coex, Korea International Trade Association  
**Exhibit Items** Home&Living, Beauty&Fashion, Food&Beverage and other premium lifestyle products  
**Homepage** [vipremium.vn](http://vipremium.vn)



### InterBattery Europe

InterBattery, the leader in global battery industry event, is now expanding across the world to take place within The Smarter E Europe, Europe's largest energy trade show, in Munchen, Germany to provide further opportunities to local and international exhibitors and to showcase the latest trends and insights for the entire battery industry value chain in one place, at one time.

**Dates** June 19 (Wed) - June 21 (Fri)  
**Venue** Messe Munchen, Munchen, Germany  
**Scale** 200 Exhibitors, 650 Booths  
**Organizer** Coex, Korea Battery Industry Association, KOTRA  
**Exhibit Items** Battery cell, Pack manufacturing, 4 major materials(anode, cathode, separator, electrolyte), Other materials and parts, System and circuit S/W, Equipment and automation solution, Reuse/Recycle, ESS, Charging and discharging electricity, and others  
**Homepage** [www.interbattery.or.kr/europe](http://www.interbattery.or.kr/europe)



### HCMC Int'l Maternity · Baby & Kids Fair (HCMC VIETBABY)

Vietnam's largest baby and kids fair which provides an ideal platform to enter the market of 90 million people

**Dates** May 30 (Thu) - June 2 (Sun)  
**Venue** SECC, Ho Chi Minh, Vietnam  
**Scale** 150 Exhibitors, 250 Booths (4,400sqm)  
**Organizer** Coex, SEGE Fairs  
**Exhibit Items** All products and services related to baby and kids including baby and kid products, education materials, toys, etc.  
**Homepage** [vietbabyfair.com](http://vietbabyfair.com)



### Jakarta International Premium Products Fair (JIPREMIUM)

An exhibition for B2B businesses which seek to enter and expand their business in consumer market in Indonesia, the 4th most populated country in the world

**Dates** September 5 (Thu) - September 8 (Sun)  
**Venue** JCC, Jakarta, Indonesia  
**Scale** 400 Exhibitors, 420 Booths (9,000sqm)  
**Organizer** Coex, Korea International Trade Association  
**Exhibit Items** Home&Living, Beauty&Fashion, Food&Beverage, Mom&Kids and other premium lifestyle products  
**Homepage** [jipremium.com](http://jipremium.com)



## Automation World Vietnam

Automation World, one of the Asia's representative fairs in manufacturing innovation, will make inroad to Vietnam. AW VIETNAM will be committed to creating new business opportunities in Vietnam which is regarded as one of the post-China markets garnering global attention and leading global manufacturing plant.

**Dates** September 25 (Wed) - September 27 (Fri)  
**Venue** WTC EXPO, Binh Duong, Vietnam  
**Scale** 150 Exhibitors, 400 Booths  
**Organizer** Coex, WTC BDNC  
**Exhibit Items** Factory Automation(Sensor, PLC, Motion Control, etc.) / Machine Vision(Industrial Cameras, Lens and Lights, etc.) / Smart Factory(Digital Factory, Big Data, AI, Smart Logistics, etc.)  
**Homepage** [www.automationworld.net.vn](http://www.automationworld.net.vn)



## Electric Energy Show (ELECS)

'Electric Energy Show (ELECS)' is the most prominent exhibition in Southeast Asia devoted to the electric power industry. ELECS provides an ideal platform for companies from all over the world to enter the rapidly growing Vietnamese power & energy market.

**Dates** September 25 (Wed) - September 27 (Fri)  
**Venue** WTC EXPO, Binh Duong, Vietnam  
**Scale** 100 Exhibitors, 200 Booths  
**Organizer** Coex, Korea Electrical Manufacturers Association, Korea Electric Power Corporation  
**Exhibit Items** Power generation material, Transmission, and distribution material / Renewable energy material, etc.  
**Homepage** [www.elecs.or.kr](http://www.elecs.or.kr)



## Coffee Expo Vietnam

'Coffee Expo Vietnam' is the flagship exhibition for coffee and related industries. As the second largest coffee producer in the world, Vietnam has a strong coffee culture that is embedded in its social structure, making it one of the most important markets for the industry. Coffee Expo Vietnam provides domestic and foreign companies with an ideal opportunity to enter the promising Vietnamese coffee market and establish lasting relationships with major buyers.

**Dates** October 31 (Thu) - November 2 (Sat)  
**Venue** SECC, Ho Chi Minh, Vietnam  
**Scale** 150 Exhibitors, 250 Booths (4,400sqm)  
**Organizer** Coex, Vietnam Coffee Cocoa Association  
**Exhibit Items** Coffee, Tea, Bakery, Raw and subsidiary material, Dessert, Equipment/facility, Consulting/education  
**Homepage** [vietcoffeefair.com](http://vietcoffeefair.com)



## Hanoi Int'l Maternity · Baby & Kids Fair (Hanoi VIETBABY)

Vietnam's largest baby and kids fair that provides an ideal platform to enter the market of 90 million people

**Dates** September 26 (Thu) - September 28 (Sat)  
**Venue** I.C.E, Hanoi, Vietnam  
**Scale** 150 Exhibitors, 250 Booths (4,389sqm)  
**Organizer** Coex, SEGE Fairs  
**Exhibit Items** All products and services related to baby and kids including baby and kid products, education materials, toys, etc.  
**Homepage** [vietbabyfair.com](http://vietbabyfair.com)



## Vietnam Int'l Retailtech & Franchise Show (VIETRF)

Vietnam's one and only retail technology and franchise industry-specialized exhibition. With its launch in 2009, VIETRF has been at the forefront of the rapidly growing Vietnamese retail and franchise industry. The exhibition has seen a steady growth in international participation as Vietnam's economy and industry continue to flourish, and continues to serve as the ideal platform for entering this lucrative market.

**Dates** October 31 (Thu) - November 2 (Sat)  
**Venue** SECC, Ho Chi Minh, Vietnam  
**Scale** 150 Exhibitors, 250 Booths (4,400sqm)  
**Organizer** Coex, Retail & Franchise Asia  
**Exhibit Items** All franchise business items + products and services related to retail stores  
**Homepage** [vietrf.com](http://vietrf.com)



# Coex Business\_Convention

## INTRODUCTION

Coex Convention Team has a successful track record of organizing various large-scale international meetings, notably including the G20 Seoul Summit in 2010 and the Nuclear Security Summit in 2012. We are also the only PCO in Korea that has hosted general assemblies and ministerial meetings of all three major UN environment conventions : Convention to Combat Desertification (UNCCD), Convention on Biological Diversity (CBD), and UN Framework Convention on Climate Change (UNFCCC). Most recently, we successfully hosted the World Forestry Congress 2022, which marked the first offline event in Korea since the onset of the Covid-19 pandemic.











Coex Convention Team will continuously strive to attract and host meetings of international organizations and associations to Korea. Furthermore, we will strengthen our cooperation with global MICE partners to extend our capability to host international events abroad. Committed to promoting Korea's MICE industry globally, we will continue to fulfill our role as the MICE leader in Korea and demonstrate the strength and capabilities of Korea's MICE industry on the global stage.

## KEY ACHIEVEMENTS

- 2023 | The 7<sup>th</sup> KOAFEC Ministerial Conference
- 2022 | XV World Forestry Congress
- 2021 | Korea Energy Transition Conference
- 2020 | The 19<sup>th</sup> International Anti-Corruption Conference
- 2019 | IEEE/CVF International Conference on Computer Vision
- 2018 | The 53<sup>rd</sup> Annual Meetings of African Development Bank Group
- 2017 | Seoul Defense Dialogue
- 2016 | ICA Congress Seoul Korea
- 2015 | 25<sup>th</sup> World Road Congress Seoul
- 2014 | The twelfth meeting of the Conference of the Parties (COP 12) to the Convention on Biological Diversity (CBD)
- 2013 | 23<sup>rd</sup> International Technical Conference on the Enhanced Safety of Vehicles
- 2012 | Seoul Nuclear Security Summit
- 2011 | The tenth session of the Conference of the Parties to the UN Convention to Combat Desertification(UNCCD)
- 2011 | The 4<sup>th</sup> World Summit of Prosecutors General, Attorneys General and Chief Prosecutors
- 2010 | G20 Seoul Summit
- 2005 | 6<sup>th</sup> Global Forum on Reinventing Government
- 2002 | 2002 FIFA World Cup Media Center
- 2000 | The 3<sup>rd</sup> Asia-Europe Meeting



## CONVENTION SERVICES

 <p><b>Attracting International Meetings</b></p> <ul style="list-style-type: none"> <li>Organize Bid Committee</li> <li>Join Bidding Process</li> <li>Prepare Bid Documents &amp; Implement Overseas Promotional Activities</li> </ul>	 <p><b>Venue Selection</b></p> <ul style="list-style-type: none"> <li>Venue Recommendation</li> <li>Venue Contract Negotiation</li> </ul>	 <p><b>Event Planning &amp; Content Development</b></p> <ul style="list-style-type: none"> <li>Development of Detailed Program &amp; Agenda</li> <li>Development and placement of signage</li> <li>Audio Visual Management</li> <li>Onsite Logistics</li> </ul>	 <p><b>Official/Social Events Operation and Protocol Services</b></p> <ul style="list-style-type: none"> <li>Opening &amp; Closing Ceremony</li> <li>Welcome Reception &amp; Gala Dinner</li> <li>Special Event &amp; Social Program Management</li> <li>Delegate &amp; VIP Management Service</li> </ul>	 <p><b>Hospitality Services</b></p> <ul style="list-style-type: none"> <li>Hotel Contract Negotiation &amp; Reservation</li> <li>Designate Official Airline</li> <li>Transportation Logistics and Coordination</li> </ul>
 <p><b>Registration</b></p> <ul style="list-style-type: none"> <li>Registration Fee Management</li> <li>Online Registration Management</li> <li>Registration Staff Management</li> </ul>	 <p><b>Scientific Program</b></p> <ul style="list-style-type: none"> <li>Develop &amp; Plan Scientific Sessions</li> <li>Speaker Arrangement &amp; Onsite Assistance</li> <li>Scientific Material Publication</li> </ul>	 <p><b>Tour Program</b></p> <ul style="list-style-type: none"> <li>Tour and Companion Programs</li> <li>Technical Site Tour</li> </ul>	 <p><b>Marketing &amp; Communication</b></p> <ul style="list-style-type: none"> <li>Design and Develop Website</li> <li>Development of Event Branding</li> <li>Prepare &amp; Distribute Souvenir Gift</li> <li>Coordinate &amp; Conduct Media Promotion</li> <li>Post Event Report (Video &amp; Photo)</li> </ul>	 <p><b>Sponsorship &amp; Financial Management</b></p> <ul style="list-style-type: none"> <li>Budget Development &amp; Monitoring</li> <li>Development &amp; Management of Sponsorship Packages</li> <li>Accounting and Financial Reporting</li> </ul>

# CONNECT EXPERIENCE