

 This is made from FSC-certified eco-friendly paper.

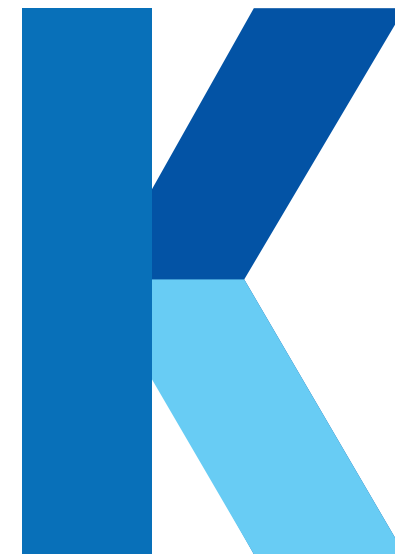
“  
Look forward to your participation  
in N.E.X.T. KES!  
”



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[www.kes.org/eng](http://www.kes.org/eng)



# KOREA ELECTRONICS SHOW

October 24<sup>Tue</sup> - 27<sup>Fri</sup>, 2023  
COEX, SEOUL

K

E

S

KES (Korea Electronics Show) 2023 offers various innovative technologies and products.

N.E.X.T\* We invite you to KES 2023, a perfect opportunity to prospect how the world can change to find new business opportunities.

\* Now, Experience **X**(Transformation) of **T**echnology

Display

Metaverse

Robotics

Mobility

AI

N.E.X.T  
KES

XR

Big Data

Deep Learning

Digital Health

ESG

Semiconductor

IoT

Home Appliances



## KES HISTORY

**KES has always been walking along with the development history of the Korean electronic industry**

Stepping on to its 54<sup>th</sup> edition, KES is known as the largest Asia-based strategic exhibition event that leads global technology trends.

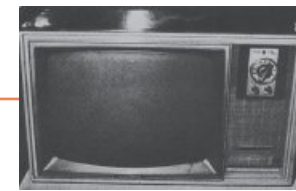
KOREA ELECTRONICS SHOW 2023



# 1969

### The 1<sup>st</sup> Korea Electronics Show

- Held by the Korea Precision Machinery & Equipment Center (KPMEC)
- Participation of 83 companies, including Goldstar Co., Ltd, with 110,000 visitors



# 1976

### The 7<sup>th</sup> Korea Electronics Show

- Establishment of the Korea Electronics Association(KEA)
- US \$100 million deals on the table, 140,000 visitors



# 1979

### The 10<sup>th</sup> Korea Electronics Show

- KEA took over the previous exhibition organizer, KPMEC
- Held at the newly established Convention & Exhibition Center(COEX) located in Seoul



# 2019

### The 50<sup>th</sup> Korea Electronics Show

- Celebration of the 50<sup>th</sup> anniversary of the KES
- Organized a History Hall celebrating the 60<sup>th</sup> Anniversary of the Korean electronics industry
- Displayed the world's first foldable phone and rollable TV



# 2008

### The 39<sup>th</sup> Korea Electronics Show

- Launched Korea Electronics Grand Fair (Co-hosted by KES, SEDEX, IMID)



# 2005

### The 36<sup>th</sup> Korea Electronics Show

- KES has been held at KINTEX
- Established frameworks for internationalization and exhibition enlargement
- Participation of over 550 companies worldwide including Samsung, LG Electronics, Philips, Panasonic, etc.



# 2021

### The 52<sup>th</sup> Korea Electronics Show

- Held hybrid exhibitions (opening KES for an online exhibition)
- Co-hosted Metaverse Korea



# 2022

### The 53<sup>th</sup> Korea Electronics Show

- Largest exhibition held at COEX (450 companies, 1,200 Booths)
- Launched "ESG Park"
- The largest number of Start-ups to showcase (130 start-ups – Samsung C-LAB, IBK)



# 2023

### The 54<sup>th</sup> Korea Electronics Show

- Duration: October 24<sup>th</sup>(Tue) ~ 27<sup>th</sup>(Fri), 2023
- Location: COEX Hall A, B
- N.E.X.T(Now, Experience X(Transformation) of Technology)



## WHAT'S KES?

### What is KES?

KES(Korea Electronics Show) is specialized for the electronics and IT industry, a new marketplace where various partnerships can take place between exhibitors and buyers.

A total of  
**55,372**  
Visitors



From 22 Countries  
USA, China, Germany, Japan, Netherlands, etc.

**450**  
Exhibitors



From 8 Countries  
Singapore, Belgium, China, USA, etc.

More than  
**1,200**  
Booths



Business matching  
with overseas buyers



**125** meetings  
**17** companies from **6** countries

Know the past,  
then you will see the future!  
**KES 2022 WRAP UP**

**KES FUTURE SUMMIT**

**23** speakers  
**246** attendees



Press

**190** media  
**714** articles



Investment Consulting &  
Advice with VC

**44** companies in total  
**85** meetings



Exhibition space  
**18,378** m<sup>2</sup>  
COEX Hall A, B



## WHY KES?

# What are Marketing Programs for Exhibitors?

Special marketing programs for KES exhibitors

KOREA ELECTRONICS SHOW 2023



### KES Innovation Awards

Marketing support to increase the brand value of innovative technologies and products

Discover companies with innovative and creative products and technology. Support marketing programs for award-winning companies to increase their brand value by organizing "KES Awards displaying zone", holding receptions for celebrating, and publishing promotion brochures.

#### Awards area

- **Electronic Parts & Materials:** sensors, displays, semiconductors
- **Smart Living:** home appliances, IT, security, digital health, smart office
- **Future Promising Tech:** metaverse·XR·3D, mobility transportation, wearable devices
- **Tech & Solutions:** AI, deep learning, big data, robotics, manufacturing technology



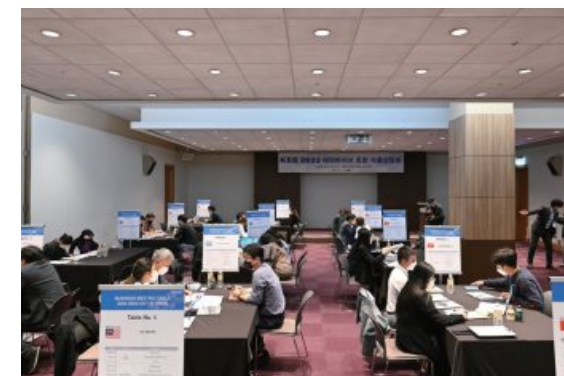
### KES Biz-Matching

A business festival for companies preparing for global expansion

KES provides various Biz-matching opportunities for the start-ups, such as domestic/overseas buyer counseling meetings, domestic VC-invited investment promotion counseling meetings, etc., to attract buyers with high purchasing power on the negotiating table. Also, KES operates counseling sessions to increase the successful deals so that the start-ups can raise the investment attraction success rate.

#### Global investments

- Pitching Day for North American investors
- Awards for outstanding companies
- Follow-up support for the continuous investment



### Live@KES

Support to digital marketing for promoting exhibitors by live streams on Youtube.

Promote exhibitors products and technologies to buyers through specialized interviews, and the interview will be broadcast around the world through YouTube streaming.

#### Supporting services

- Release press & promotion materials
- On-site interviews in media studio
- On-site interviews in exhibitors booth
- Provide interviews video for promote exhibitors



## WHEN IS KES?

### When will KES 2023 be held?

The event will take place at COEX for 4 days from October 24<sup>th</sup>(Tue) to 27<sup>th</sup>(Fri).



※ The schedule may change due to circumstances and will be announced via KES's official website([www.kes.org/eng](http://www.kes.org/eng))

KOREA ELECTRONICS SHOW 2023

#### The main schedule



**4.28** Fri.

**Deadline for the 1<sup>st</sup> Early Birds Discount Promotion (10% off)**

**5.12** Fri.

**Deposit Payment Deadline for the 1<sup>st</sup> Early Birds Applicants**

(50% of the booth rental fee)

\* Discount may not be applied if the payment doesn't meet the deadline without an approval of the KES secretariat.



**6.30** Fri.

**Deadline for the 2<sup>nd</sup> Early Birds Discount Promotion (5% off)**

**7.14** Fri.

**Final Deadline for the 2<sup>nd</sup> Early Birds Applicants to Complete the Deposit Payment**

(50% of the booth rental fee)

\* Discount may not be applied if the payment doesn't meet the deadline without an approval of the KES secretariat.



**~9.29** Fri.

**Booth Allocation for Exhibitors**

\* Only for exhibitors paid 100% booth rental fees.



**8.25** Fri.

**Application Deadline**

\* Application may be closed earlier once halls are full.



**8.31** Thurs.

**Booth Rental Fees**

\* Exhibitors not completing the full payment by the deadline shall be excluded from booth allocation.



**10.6** Fri.

**Utility Service Application Deadline**

**10.13** Fri.

**Payment Deadline for the Utility Service**

\* Utility services will not be provided, if the payment is not completed on or before the deadline.



**10.21** Sat.

**Construction**

\* October 22<sup>nd</sup>(Sun) for Hall B.

**10.23** Mon.

**Display and Preparation**

**10.24** Tue  
**- 27** Fri

**KES**

KOREA ELECTRONICS SHOW

## WHO ATTENDS?

### Who are the buyers?

KES is the largest exhibition of electronics & IT in Korea, where major domestic electronics companies(Samsung, LG Electronics) and other prospective start-ups participate.

Highly recommended for electronics & IT companies!

### Top 5 items of interest

Smart home/  
office



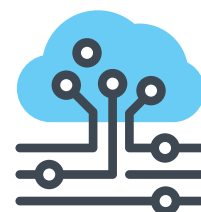
Metaverse/  
XR/VR



Mobility



AI/IoT/  
Big Data/  
Robotics



Electronic  
parts



Researching market &  
industry trends

**48%**

Researching new products and  
cutting-edge technology trends

**30%**

Discovering customer  
and partner companies

**18%**

Others

**4%**

Satisfying various  
needs of the exhibitors,  
from market trends  
to cutting-edge  
technology

### Purpose of the visit

Participation of  
companies from various  
industries related to  
electronics &  
IT technology

Electronics &  
IT technology

**33%**

Manufacturer  
**22%**

Export/  
import/  
distribution  
**18%**

Finance  
**9%**

Medical  
**11%**

Others  
**7%**

### Engaged industry sectors



## What can you expect to experience?

### Now Experience X(Transformation) of Technology

It is a world-leading innovation hub and an influential exhibition for the electronics & IT industry with cutting-edge technology and trends-leading companies from emerging industries such as smart life, mobility transportation, metaverse, and sustainability.





# HOW TO JOIN KES?

## How to apply for space?

You can register online through the official KES website.  
[www.kes.org/eng](http://www.kes.org/eng)

### 1. How to apply

Visit KES official website, [www.kes.org/eng](http://www.kes.org/eng)  
※ Online application only

### 2. Application Period

Till Aug. 25th (Fri.), 2023

### 3. Discount Guide for the Booth Rental Fees

<b>KEA members</b> (Regular members only)	<ul style="list-style-type: none"><li>• Large/middle businesses: 5% discount</li><li>• Small &amp; medium-sized businesses: 20% discount</li></ul>
<b>Consecutive participation</b>	<ul style="list-style-type: none"><li>• 10% Discount: participating 3 consecutive years(2021-2023)</li><li>• 5% Discount: participating 2 consecutive years(2022-2023)</li></ul>
<b>Early Birds</b>	<ul style="list-style-type: none"><li>• 10% Discount: Until April 28<sup>th</sup>(Fri), 2023</li><li>• 5% Discount: Until June 30<sup>th</sup>(Fri), 2023</li></ul>

※ Discounts are applicable when the deposit payment is made by the due date.  
※ All discounts are not applied in duplicate.

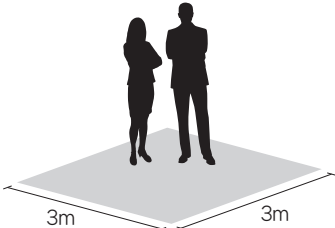
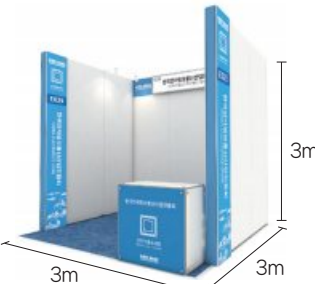
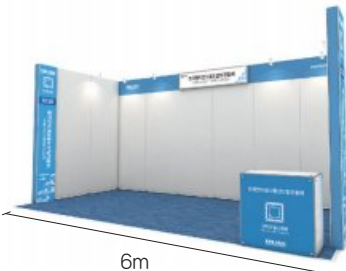
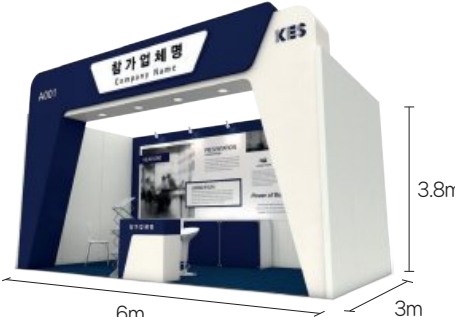
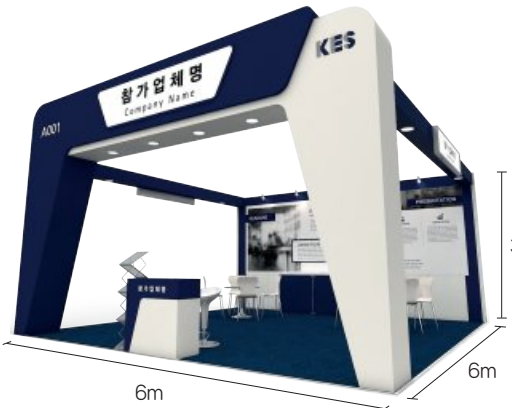
### 4. Payment Guide

<b>Deposit</b>	50% payment within 15 days after the online application - The application is considered as complete when the payment is made										
<b>Balance</b>	Payment by August 31 <sup>st</sup> (Thu), 2023 Registry after August 25 <sup>th</sup> (Fri) requires applicants to pay the full amount of the entry fee										
<b>Bank account information</b>	<p><b>PAYMENT POLICY</b></p> <ul style="list-style-type: none"><li>• 50% payment of the total booth fee should be submitted as a deposit within 15 days after application submission.</li><li>• The contract will not be confirmed and the exhibit space is not reserved until the deposit is paid.</li><li>• Please send a copy of the bank transfer receipt by email to &lt;<a href="mailto:kes@gokea.org">kes@gokea.org</a>&gt;.</li><li>• It is the sender's responsibility to pay any additional charges that may occur during the wire transfer process.</li><li>• Please transfer all payments to</li></ul> <table><tr><td><b>Beneficiary</b></td><td>Korea Electronics Association (KEA)</td></tr><tr><td><b>Account No.</b></td><td>598668-08-100416</td></tr><tr><td><b>Bank Name</b></td><td>Kookmin Bank</td></tr><tr><td><b>Bank Address</b></td><td>Digital Innovation Center 1F, 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea</td></tr><tr><td><b>Swift Code</b></td><td>CZNBKRSEXXX</td></tr></table>	<b>Beneficiary</b>	Korea Electronics Association (KEA)	<b>Account No.</b>	598668-08-100416	<b>Bank Name</b>	Kookmin Bank	<b>Bank Address</b>	Digital Innovation Center 1F, 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea	<b>Swift Code</b>	CZNBKRSEXXX
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### 5. Booth Allocation Criteria

※ Assigned only to participating companies that have paid the entry fee.  
※ Booth assigning priority principle: application date, booth rental fee payment date(deposit and balance payment), last participation records(number of entries), consecutive participation, etc.

### 6. Booth type and entry fee

Booth Type	<div>Space-Only</div> <div><p>3m 3m</p><p>※ Only space provided. ※ At least 2 Booths must be registered.</p></div>	<div>Standard(1 booth)</div> <div><p>3m 3m 3m</p></div>	<div>Standard(2 booths)</div> <div><p>6m 3m 3m</p></div>
	Booth rental fees	US \$3,100	US \$3,800
Booth Type	<div>2 Booths(Premium type)</div> <div><p>6m 3.8m 3m</p></div>	<div>4 Booths(Premium type)</div> <div><p>6m 3.8m 6m</p></div>	
	Booth rental fees	US \$8,400	US \$16,800

※ Premium Booths are only available in 2 or 4 Booths

※ The above booth design and installation details may change.  
※ Booth design and specification are to be updated on the official website ([www.kes.org/eng](http://www.kes.org/eng)).