

## Overview

### WE ADVANCE ELECTRONICS & IT TECHNOLOGY

Established in 1976, The Korea Electronics Association (KEA) is the leading electronics and IT industry (non-profit) association of which include the nation's major electronics & IT companies such as Samsung Electronics, LG Electronics.

## Our Mission

The mission of the Korea Electronics Association (KEA) is to build better environments for business, assist entrepreneur accelerate digital transformation, secure the global supply chain and create a healthy ecosystem for electronics & IT industries.

- Building Better Environments for Business

- Leading Digital Innovation

- Strengthen Industrial Foundations

- Promoting Marketing

- Encouraging Global Cooperation

### CONTACT | KES TEAM

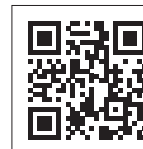
Tel. +82-2-6388-6064~6 Email. [kes@gokea.org](mailto:kes@gokea.org)

Look forward to your participation in KES !

# KES 2024

## KOREA ELECTRONICS SHOW

2024.10.22 Tue. – 25 Fri.  
COEX, SEOUL



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

## OVERVIEW

# KES 2024

## Korea Electronics Show

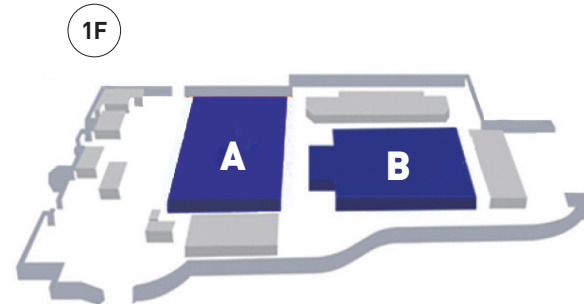
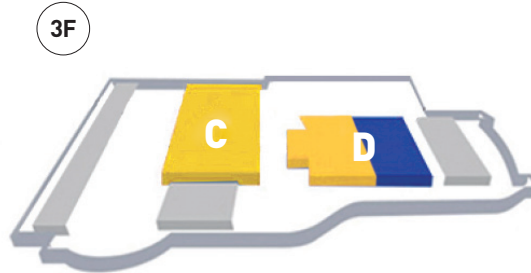
**Date** October 22<sup>nd</sup> - 25<sup>th</sup>

**Venue** COEX Hall A,B,D2

**Host**  Ministry of Trade,  
Industry and Energy

**Organizer**  **KEA** Korea  
Electronics  
Association

Extending it to Hall D,  
Expected to be the largest-ever  
Since its inception at COEX



### Hall A,B,D2

**KES**

Smart Living,  
Electronic parts &  
Materials,  
Tech & Solutions,  
Advanced  
convergence  
industry

### Hall C, D1

**SEDEX**

Device,  
Equipment  
Manufactures,  
Factory Facility,  
Materials

## TOPICS

### Smart home appliances

Smart home, home devices,  
digital health, healthcare,  
beauty care, sleep tech,  
smart office

### Technology solutions

AI, IoT, Robotics, big data,  
deep learning, PLM, MES,  
ERP, CAD/CAM, intelligent  
logistics, FA systems,  
machine vision, digital twin,  
network

### Electronic parts & materials

Semiconductor, display, automotive  
components, materials, sensors,  
connectors, switches, instrument

### Advanced convergence industry sectors

Building energy, fintech,  
smart farm, smart city,  
communications, cloud,  
app/mobile, fulfillment,  
e-commerce, retail/  
distribution

### Metaverse/Hologram

Digital human, game,  
entertainment,  
digital twin, Web3.0,  
blockchain, NFT,  
AR Glass, VR, XR

### Mobility

Autonomous driving, autonomous  
mobile robots(AGV, AMR), intelligent  
transport systems(ITS), LiDAR,  
electric powertrain systems, lenses,  
battery, charging technology,  
drone, aerospace, maps,  
urban air mobility(UAM),  
regional air mobility(RAM)

### ESG

Carbon neutrality, greenhouse  
gases, recycling, hydrogen/  
electric vehicles, fuel cell,  
hydrogen station,  
energy efficiency, white  
biotechnology, climate,  
environment

# KES



## WHO VISITS?

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

**Highly recommended for electronics & IT companies!**

### TOP5 Topics of Interest

Smart home/  
office



Metaverse/  
XR/VR



Mobility



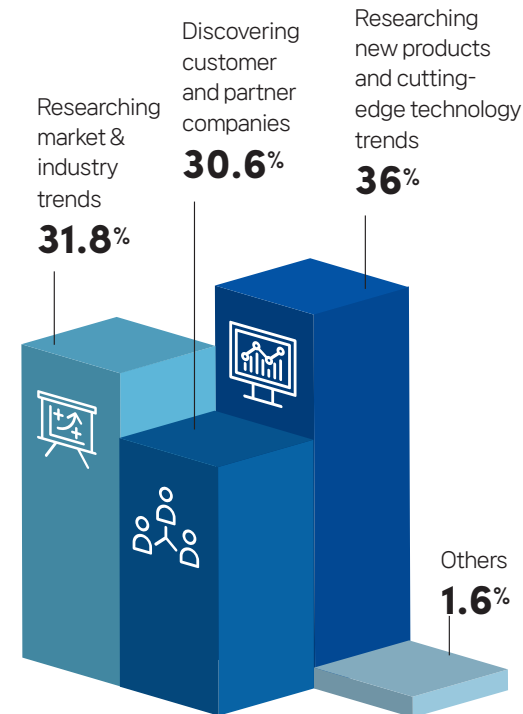
AI/IoT/  
Big Data/  
Robotics



Electronic  
parts

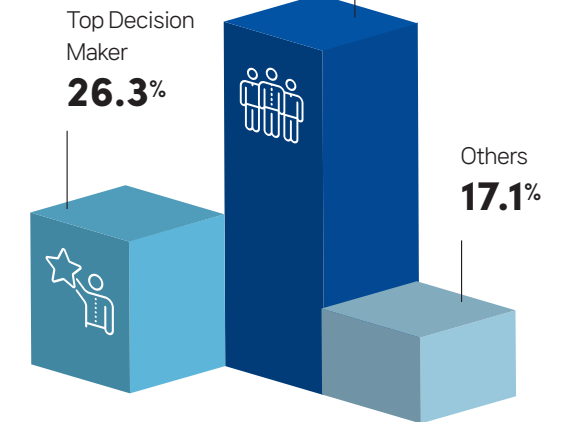


Satisfying various  
needs of visitors,  
from market trends  
to cutting-edge  
technology



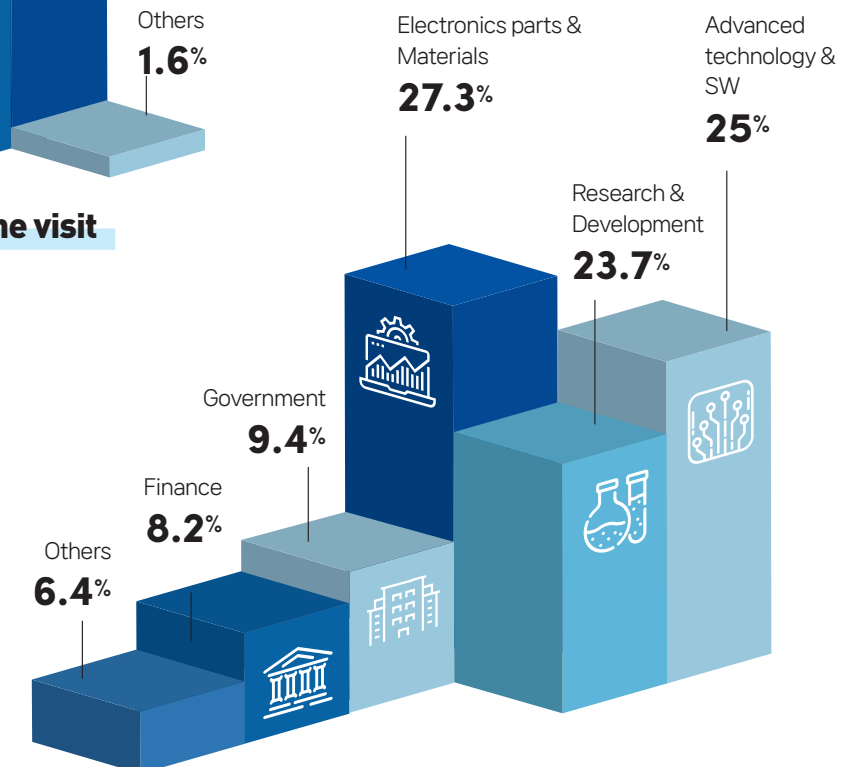
### Purpose of the visit

Visiting buyers  
holding 82.9% of  
purchasing decision-  
making authority



### Purchasing Authority

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

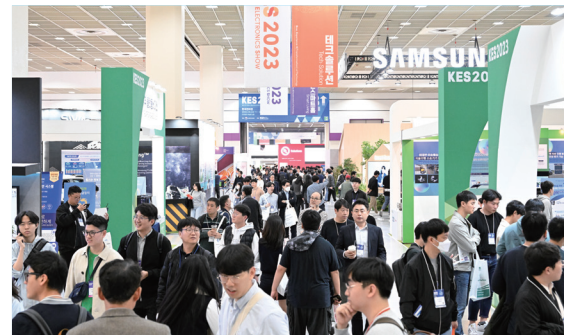


### Industry groups of Visitors

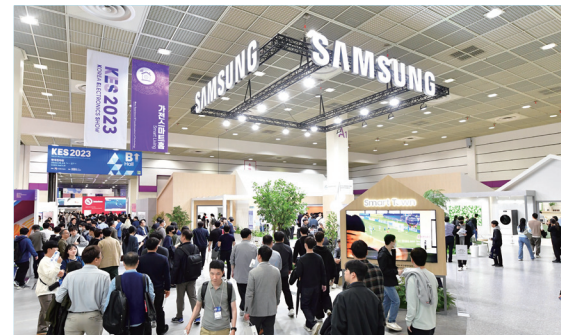


## KES 2023 HIGHLIGHT

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.



**60,123** Visitors



**480** Exhibitors



More than  
**1,200** Booths



KES OPENING KEYNOTE



KES OPENING CEREMONY



KES Innovation Awards



Business Matching  
with Buyers



Korea's first "Level-4"  
autonomous vehicle  
test driving



"Welcome KES"  
Global Networking Program

