



# KOREA ELECTRONICS SHOW

**October 22** <sup>(Tue)</sup> – **25** <sup>(Fri)</sup>, 2024  
**COEX, SEOUL**



Hosted by  Ministry of Trade,  
Industry and Energy

Organized by **KEA** | Korea  
Electronics  
Association



# ‘A Global Tech Show That Exceeds Imagination’

Celebrating its 55<sup>th</sup> edition this year,  
the Korea Electronics Show (KES) stands as Korea's premier tech exhibition,  
showcasing global technology trends and the direction of innovation.

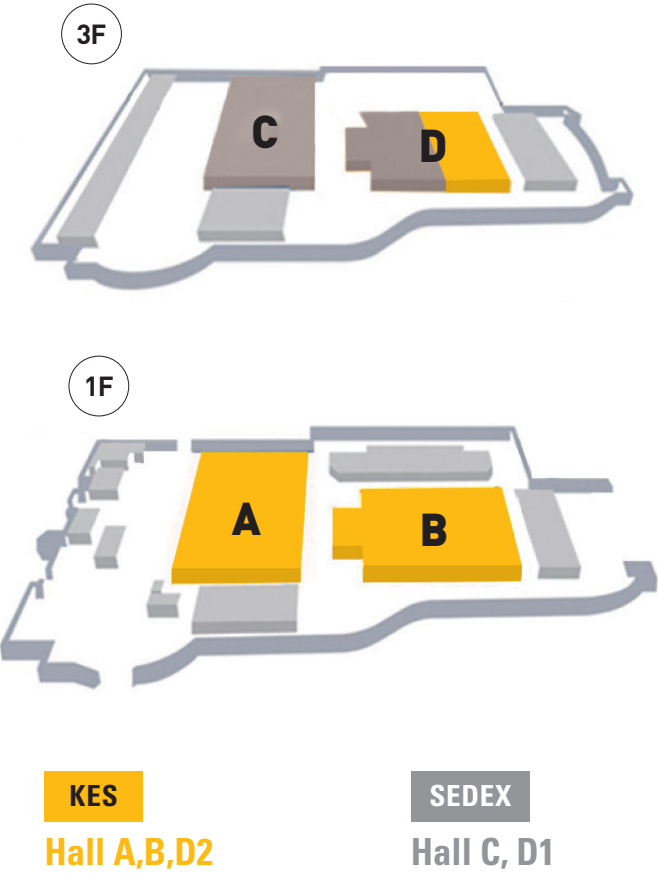
It provides opportunities for visitors to personally  
experience a future beyond imagination.

OVERVIEW

KES is Korea's largest tech exhibition joined by a variety of sectors of industry. It is a platform that leads global technology trends and innovations.

KES introduces the latest technologies and trends, and provides business opportunities.

Title	Korea Electronics Show (KES 2024)
Period	October 22 (Tue) to 25 (Fri), 2024 (4 days)
Venue	COEX Hall A, B, D2
Scale	550 Companies / 1,400 Booths / 70,000 Visitors
Hosted by	Ministry of Trade, Industry and Energy
Organized by	Korea Electronics Association
Programs	Opening Keynote KES Innovation Awards Biz-Matching with Buyers Biz-Matching with VC WELCOME KES (Docent Tour, Networking Dinner)
Co-located Events	Smart Biz Expo, Metaverse Korea



Topics

	<b>AX (AI Transformation)</b> Generative AI, On-device AI, Ambient, Smart home devices, Hone entertainment, Home appliances, Wearables, AI chips, AI value chain, AI data, AI cyber security		<b>Electronic parts and materials</b> Electronic parts, Sensors, Transistors, Condensers, Connectors, PCBs, Power supplies, Materials, Elements
	<b>Digital Health</b> Sleep tech, Beauty tech, Silver tech, Smart medical devices, Digital medicine, Medical information systems, Healthcare solutions, Accessibility, Wellness		<b>WEB 3.0 / XR</b> Metaverse, Special computing, Blockchain, NFT, E-sports, Entertainment, Digital twin, Cyber security
	<b>Mobility</b> Autonomous driving, Electric vehicles, SDVs(software-defined vehicles), PBVs(purpose-built vehicles), UAM(urban air mobility), Infotainment		<b>Robotics</b> Smart manufacturing, Service-industry-logistics robots, Logistics solutions, Robot solutions, E-commerce, Fulfillment, Logistics/Retail, Picking systems, Logistics solutions
			<b>ESG</b> Sustainability, Resource recycling, Recycling, Reprocessing, Carbon-neutral tech, Energy efficiency systems, White biotech, Food tech, Ag tech

Programs

	<b>Opening Keynote</b> Highlighting potential directions for industries based on shared global technology trends of the present and future		<b>The 13<sup>th</sup> KES Innovation Awards</b> Honoring the truly innovative and creative KES exhibitor products and supporting their marketing
	<b>Business Matching with Buyers</b> An opportunity to meet and partner with buyers from Europe, USA, China, etc		<b>Business Matching with VC</b> An opportunity to meet and partner with venture capital and angel investors
	<b>New product and technology promotion</b> New technology presentations, and special events including Demo Day		<b>WELCOME KES</b> Guide tour for overseas officials, related institutions, and major enterprises, as well as networking programs



## Korea's largest tech exhibition that showcases global technology trends and the direction of innovations

KES is Korea's largest tech exhibition, where competitive tech SMEs as well as major global enterprises such as Samsung, LG, KT, Murata Manufacturing, and Analog Devices present their innovative technologies.



## A platform that demonstrates the innovation accelerated by AI and the future leading technology in the industries

With innovative interconnected technologies in various industries such as AI, mobility, digital health, and robotics, a field of collaboration for business expansion is created.



## Opening Keynote to suggest visions and insights for future industries

The future direction of the electronics and IT industries will be presented, through an overview of the current and states and future prospects of global technology trends. KES 2023 predicted technology trends with sessions that include 'CES 2024 Preview' by CTA President and CEO Gary Shapiro, and Qualcomm and KT's 'On-Device AI' presentation.



## The 13<sup>th</sup> KES INNOVATION AWARDS

Products of innovative and creative KES exhibitors will be selected and awarded with various benefits such as promotion and investment opportunities.





## An optimal marketplace that supports growth, at home and abroad

Leading overseas buyers, large domestic companies, and large distributors are invited to this program so that exhibitors can form business networks.



## A forum for business exchange among promising SMEs with innovative technologies and investors

Venture capital (VC) companies are invited to support the continued growth of innovative industries, and investment is promoted through consultation to match them with outstanding SMEs.



## Expansion of global networks

Key individuals and entities such as major overseas exhibitors, related foreign institutions, diplomatic missions, etc. are invited to WELCOME KES, which provides an opportunity for networking



## A large group of individuals from the industry visit this event.

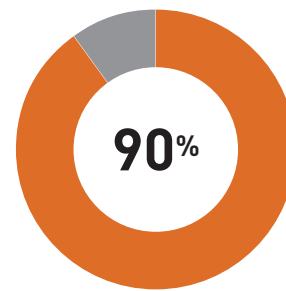
More than 70,000 experts participate, including overseas officials, enterprises, research centers, related institutions, media, etc.



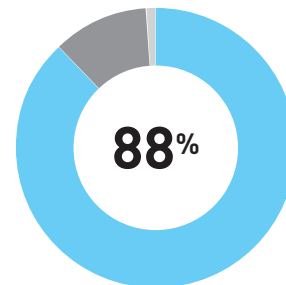
## KES BY THE NUMBERS

KES is a leading exhibition for the electronics and IT industries that are taking the lead in future technologies. It is a business platform that presents innovative technologies and products to industries and helps their expansion through creating opportunities for partnerships.

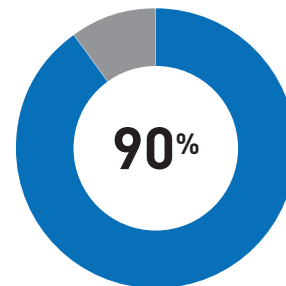
A leading exhibition for electronics and IT industries.



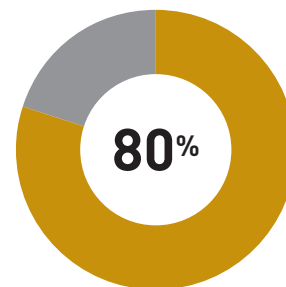
It contributes to the advancement of electronics and IT industries.



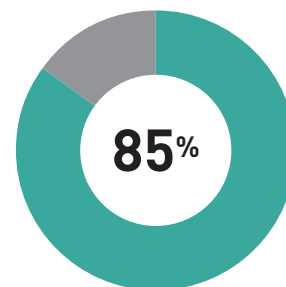
It reflects trend changes in electronics and IT industries.



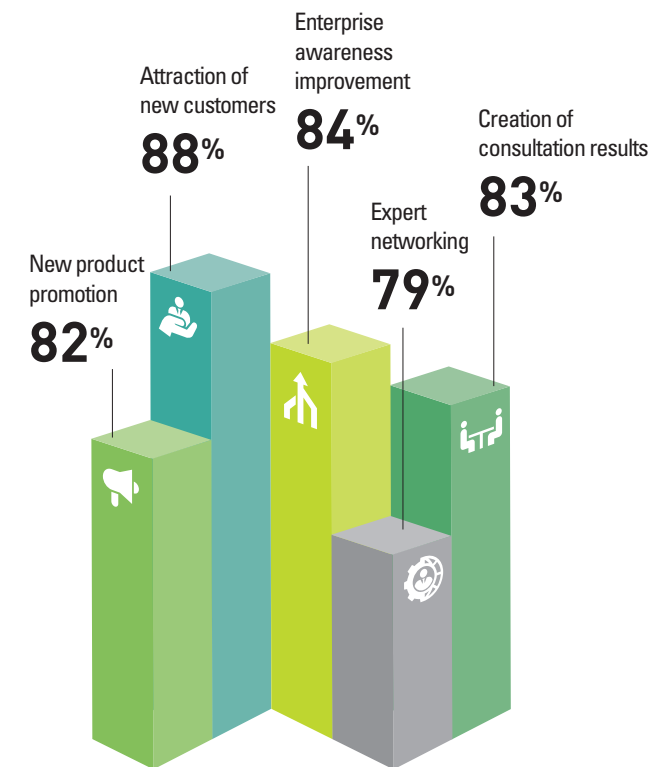
It takes the lead of future new technologies.



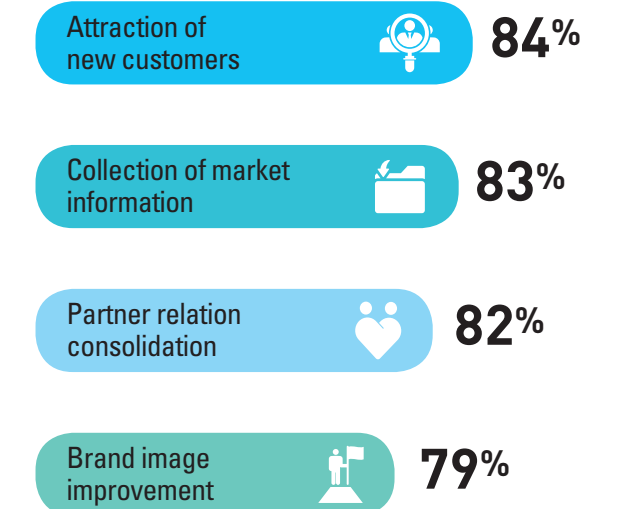
It shares information on the largest technologies and products.



### Purpose of participation



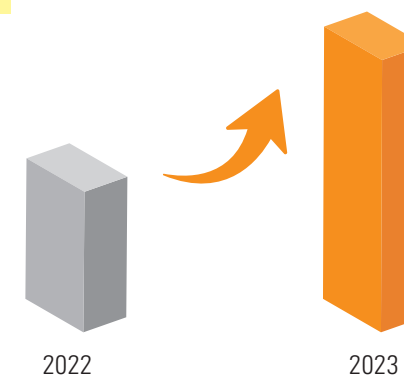
### Results of participation



### Sales increase



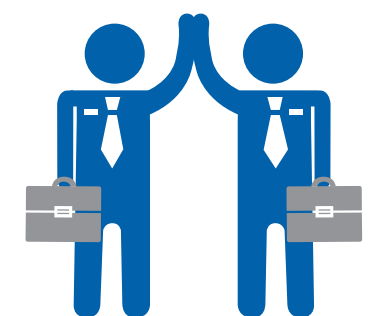
Annual average sales increase among exhibitors  
**3.9%**



### Peer recommendation



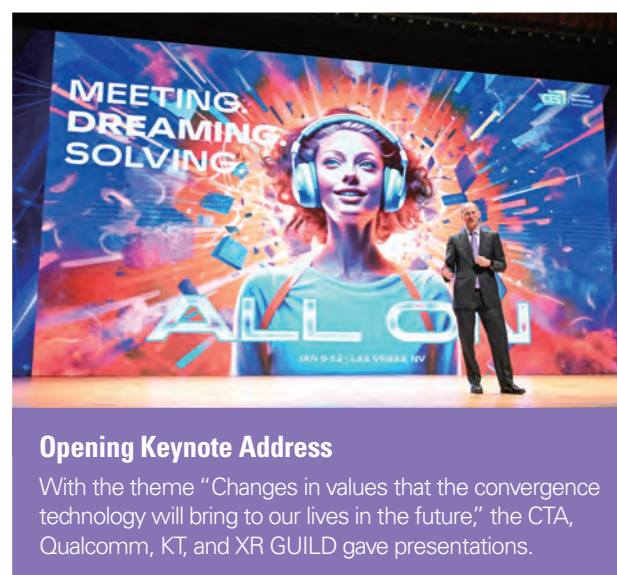
Recommended by previous exhibitors  
**93.3%**





# KES 2023 Review

480 companies from 10 countries including Korea, USA, Japan, Germany, and China with more than 60,000 visitors, KES introduced the ambient technology and ecosystem in which innovative technologies including mobility, AI, IoT, big data, metaverse, Web 3.0, etc. as well as other IT industry sectors are connected and active communication with users is promoted.





Visit the official KES website  
and apply to exhibit online.  
[www.kes.org/eng/](http://www.kes.org/eng/)

How to apply

Visit the website ([www.kes.org/eng/](http://www.kes.org/eng/)) and apply online

Application period

Until July 31 (Wed), 2024

\* The period may be adjusted depending on the application status.

Discount policies

- Consecutive Participation**
  - 10% discount: for 3-year consecutive participation (2022-2024)
  - 5% discount: for 2-year consecutive participation (2023-2024)
- Early Birds**
  - 10% discount: until March 29 (Fri), 2024
  - 5% discount: until May 31 (Fri), 2024

※ Applicable to companies that pay the participant deposit before or on the due date  
※ Double discounts are applied in consecutive order  
(①Discount for early application → ②Continued participation)

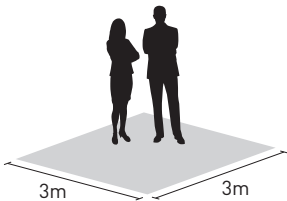

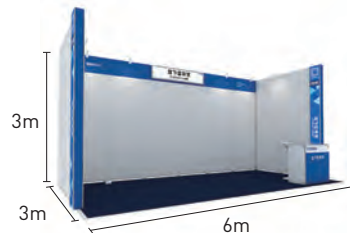
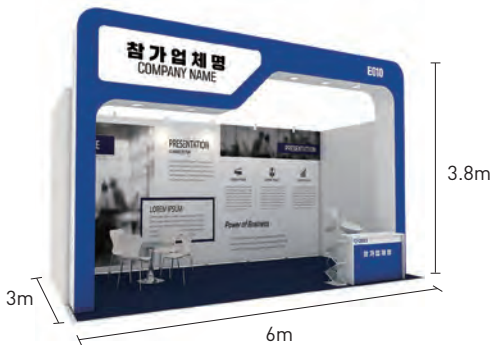
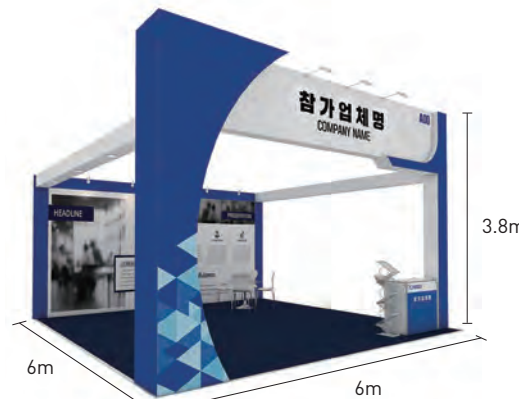
Payment policies

- Deposit**
  - 50% payment of the total participation fee should be submitted as a deposit within 15 days after the invoice issuance
  - The contract will not be confirmed and the exhibit space will not be reserved until the deposit is paid
- Balance**
  - Payment by August 23(Fri), 2024
  - For applications made after July 31 (Wed), the total participation fee must be paid immediately

Bank account Information	Beneficiary	Korea Electronics Association (KEA)
	Account No.	598668-08-100416
	Bank Name	Kookmin Bank
	Bank Address	Digital Innovation Center 1F, 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea
	Swift Coder	CZNBKRSEXXX


※ Please send a copy of the bank transfer receipt by email to <[kes@kes.org](mailto:kes@kes.org)>  
※ It is the sender's responsibility to pay any charges involved with the wire transfer process

Participation fees

Booth Type	<div>Space-only</div> <div></div> <div>※ For a separate booth, only the space is provided. ※ At least 2 booths should be applied for.</div>	<div>Standard (1 booth)</div> <div></div>	<div>Standard (2 booths)</div> <div></div>
	Price	US \$3,300	US \$4,000
Booth Type	<div>Premium (2 booths)</div> <div></div>	<div>Premium (4 booths)</div> <div></div>	
	Price	US \$10,000	US \$20,000

※ The booth design and construction details stated above may be adjusted.  
※ For more details and colors, please visit the website.



 Eco-friendly paper sheets with the FSC certificate are used.



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



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