

Since 1969

KES 2017

Oct. 17 (Tue) ▶ **20** (Fri)

www.kes.org



KOREA ELECTRONICS SHOW

October 17 (Tue) ▶ **20** (Fri), 2017 **coex**



Host



Ministry of Trade,
Industry and Energy

Organizer



T. 82-2-6388-6062~7

E. kes@kes.org



The Key Exhibition in Korea's No. 1 Export Industry: the Electronics and ICT Industry!
The Nation's Best and Prestigious Brand Exhibition Since 1969!

It's the Korea Electronics Show!

The Convergence Platform of large enterprises and SMES with participation of globally competitive enterprises including Samsung, LG, Chevrolet, DTS, GoPro, DJI and robust SME Pavilions like Smart Venture Start-up School, DMC, Korea Venture Business Association, KITECH, Sungham Industry Promotion Agency and Busan TP!



Samsung



LG



CHEVROLET



DTS



GoPro



DJI



Smart Factory



ARTIK(IoT)



CAR CONVERGENCE ALLIANCE

Innovative platform to outline dominant strategies of industrial eco system in future convergence technologies such as EV and IoT(Internet of Things)!



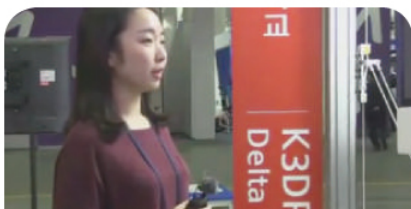
The biggest global electronics trade show, attended by 4,000 buyers and government & institutional stakeholders from 20 or more countries including US, Japan, Russia, China and India, offering a chance of global business network building!



Opening day of Korea Electronics Show, designated as “**Electronics & IT Day**” by the government to congratulate and award industrial prizes and medals and also grant “**KES Innovation Awards**” to winners (together with support for studio shooting for award winning products) in an effort to provide systematic marketing support for SMEs !



Dynamic and innovative promotion and marketing opportunities to be offered in the form of live studio shooting on site, broadcasting of theme booth of major participating companies on site and online live streaming via KES website and Youtube!



KES2016 Live Studio – University tech Pavilion



KES2016 Live Studio – Smart Factory&Biz Expo



KES2016 Live Studio – ETRI



KES2016 Live Studio – LG INNOTEK



KES2016 Live Studio – Smart Venture



KES2016 Live Studio – KETI









Korea Electronics Show 2017

/ Outline /

- **Name** The 48th Korea Electronics Show 2017 (KES2017)
- **Date** Oct. 17 (Tue) to 20 (Fri), 2017
- **Venue** **coex** Hall A, B
- **Scale** 1,200 booths representing 500 companies (including 100 overseas)
- **Host**  Ministry of Trade, Industry and Energy
- **Organizer**  KEA Korea Electronics Association
- **Overseas Partners** CEAC, CCPIT, CECC, HQEW(China), TEEMA(Taiwan), JEITA, JESA, JMA(Japan), HKTDC, Global Sources(HongKong), AEECC(Asia), Messe Berlin(Germany), CTA(USA)

/ Exhibits /

-  **Electronic Parts and Materials**
-  **Consumer** (IoT, Multimedia, Smart Home, Home Appliances, Hairdressing Devices)
-  **ICT** (Telecommunications Equipment, Mobile Devices, Big Data, Security Appliances)
-  **Software & Mobile Apps** (Solutions, Platforms, Games, Applications)
-  **3D Convergence & 3D Printing** (VR · AR, Holography, Content)
-  **IT Convergence** (Car, Medical, Sports, Smart Edu, Health and Beauty)

/ Concurrent Events /

Buyer/Seller Biz Matching

Exhibitors are matched with buyers from large Korean distributors and foreign buyers from 20 countries, including the U.S., China, EU, and the Middle East

The 12th Electronics and IT Day Top Contributor Awards

Industrial Service Merit Awards, Presidential Citations, Prime Minister's Citations, etc.

The 6th KES Innovation Awards

The winners of the 5th KES Innovation Awards are chosen from the KES 2016 exhibits in three categories: New(N), Design(D), and Content(C)

Conference/Seminar/Academic Events

Expert seminars on global trends, strategic presentations on product development, IEEE-IEIE Symposium, etc.

Others

Networking Gala Show between exhibitors and buyers, etc.



REGISTRATION GUIDELINES

/ Application Deadline / August 11, 2017

/ Participation Fee /

Category		Unit Price/Booth(9㎡)	Note
Space only (block booth)		US \$3,100	- Standard booth (Basic) : Space and basic materials are provided - Standard booth (premium) : Space and woodworking tools are provided
Standard Booth	Basic	US \$3,800	
	Premium	US\$ 4,200	

※ The minimum number of premium booths is two or more.

/ Discount Program /

① Paid KEA Members	KRW 200,000 off per booth
② Early Birds	10% discount by April 28, 2017 5% discount by June 30, 2017
③ VIPs	10% discount for participating in 2015, 2016 and 2017 5% discount for participating in 2016 and 2017

※ Discounts are applicable when paying the contract deposit by the due date. Multiple discount offers are applied in order.

/ Entry Fee Payment Terms /

- Contract deposit : 50% of the total participation fee is due within 15 days after online registration
- Balance : by Friday, Aug. 25

Bank	Account No.	Beneficiary	Swift Code
KookminBank	598668-08-100416	Korea Electronics Association(KEA)	CZNBKRSEXXX

※ For applications registered after August 25, 2017, applicants are required to pay the entire entry fee in a lump sum.

※ Entry fees must be submitted in your company name.

※ Participants are liable for remittance charges.

/ Inquires /

KES Management Office/Exhibition and Marketing Team, KEA

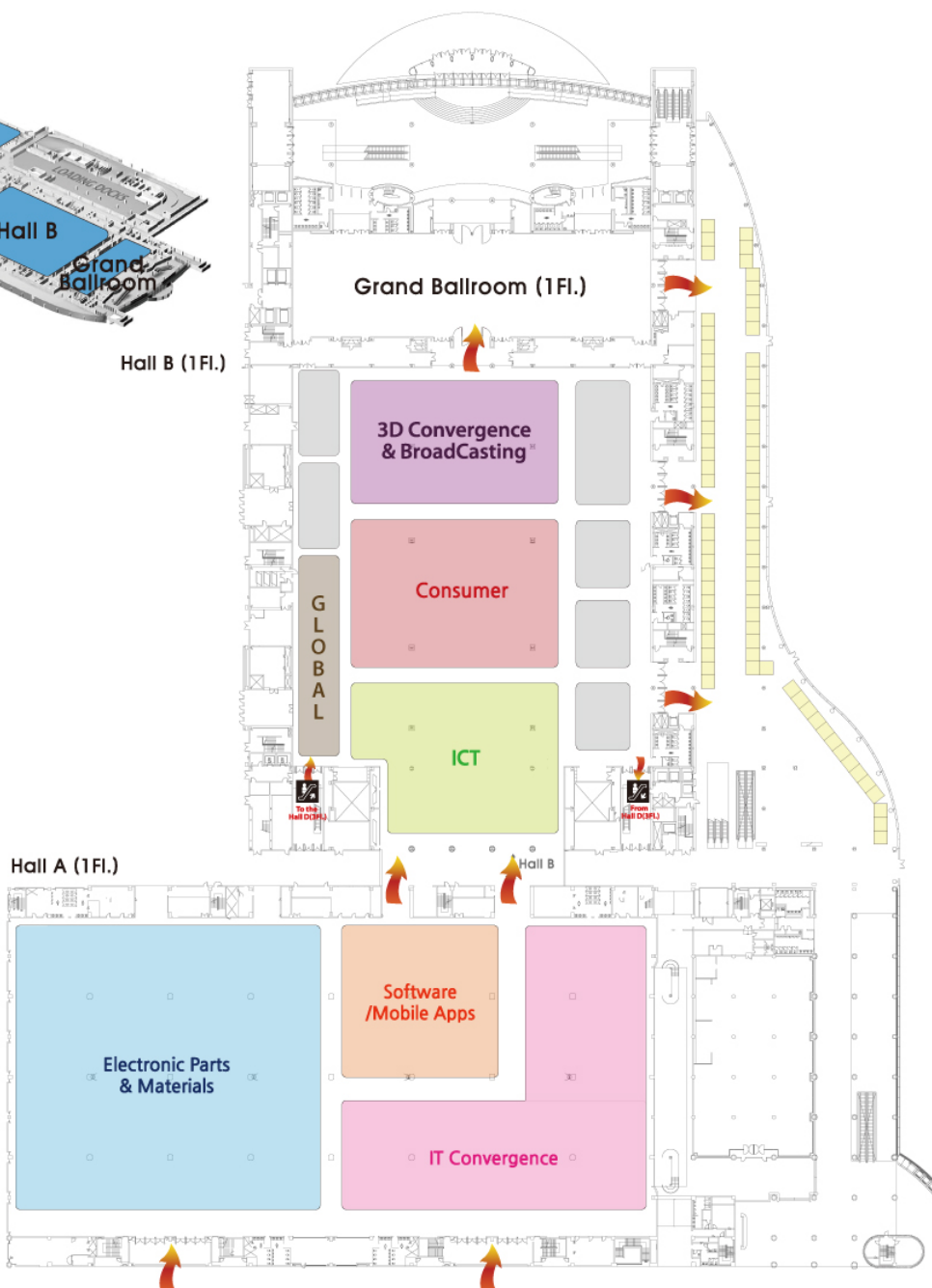
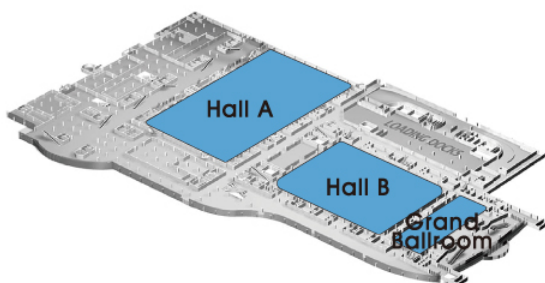
[03924] Digital Innovation Center 11F, 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea

TEL 82-2-6388-6062~7 | FAX 82-2-6388-6069 | E-mail kes@kes.org

Floor Plan



COEX 1F



※ Above layout is subject to change

/ Booth Info /

Standard booth (Basic)



1 booth

2 booths

4 booths

Standard booth (Premium)



2 booths

4 booths-Blue

4 booths-Red

※ The above booth images are only examples; the design and installation details are subject to change.

Review of Korea Electronics Show 2016



Business Exhibition with 513 Exhibitors from Home and Abroad in 1,123 Booths

- **Date** 10:00-17:00, Oct. 26 (Wed) to 29 (Sat), 2016
- **Venue** COEX Hall A/B (Scale: 19,774m²)
- **Theme** Where the Creative Things Are!
- **Numbers** 513 Exhibitors / 67,518 Visitors

A Global Festival with a Range of Events!

- **Awards Ceremony for the 11th Electronics and IT Day Top Contributor Awards:** Orders of Industrial Service Merit [2 (Gold and Bronze Towers)], Medal of Industrial Service Merit (1), Presidential Citations (5), Prime Minister's Citations (5), and Ministerial Citations (26)
- **The 5th KES Innovation:** Awards Awarded to 21 products, 19 companies ※ New (10), Design (4), Content (7)
- **Biz meetings:** Export meetings with 100 buyers from 20 countries including the U.S., France, China, Middle East, Vietnam, India, Japan, and Korea
- **Seminars:** 30 sessions including the 3D Printing Seminar for New Business Strategy Development, the IMID Display Business Forum, and the Semiconductor Power Company Job Fair

Many opinion leaders joining the event both from home and abroad to lay out future strategies and share their insights on the latest industrial trend!

- **(Attendees): (Government)** The Ministry of Trade, Industry and Energy, Korea Agency for Technology and Standards, Public Procurement Service, **(Enterprise)** CEO of GM Korea, Vice President of Samsung Electronics, CEO of LG Electronics, **(Institutions/Research)** CEO of KEA, Chairman of Korea Display Industry Association, Chairman of Korea Commission for Corporate Partnership, President of Korea Institute of Industrial Technology, President of Korea Electronics Technology Institute **(Others)** Director of Munhwa Broadcasting Corporation, Representative of Electronic Times and Representative of Czech Investment and Business Development Agency and others
- **(Opening Keynote)** Outlining future technology trend, with world premier of EV and IT convergence technology, based on GM Mobility Forum and Samsung Electronics innovation strategy to lead IoT eco system

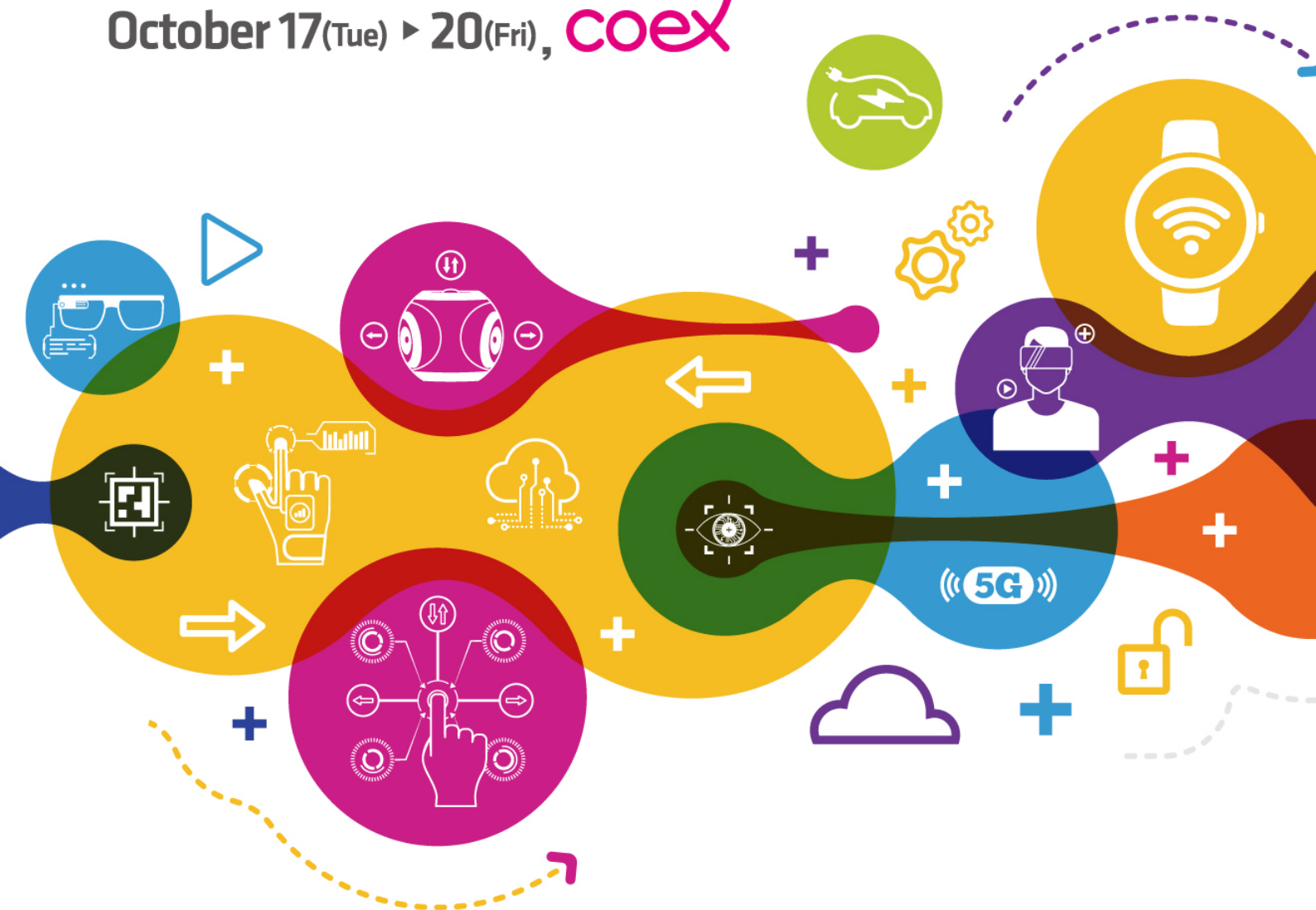


Where the 창조적 사물이 탄생하는 곳!
Creative Things are!

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