

*IoT로 연결하고 융합하는 4차 산업혁명 !!
Beyond IoT, it's happening in Korea !!*

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IoT Korea Exhibition 2017 Post-show Report

October. 11(Wed) ~ 13(Fri), 2017



Korea IoT Association

1. Show Overview

- Date : October 11(Wed)~13(Fri), 2017
- Venue : COEX Hall B
- Key Exhibits

Classification	Products
IoT Application Services	Home appliances, Manufacturing, Car/traffic, City/safety, Health/medical care, Energy, Agricultural/livestock/fishery, Environment
IoT Convergence Products	Smart home/appliances, Health/medical care, Security, Energy, Private life
IoT Security	Device security, Communication/network security, Platform/service security
IoT Platform	Open HW platform, Device platform, Things connected platform, Things data platform
IoT Device	Sensor, RFID tag, Reader, Module, Antenna, Printer, Sensor node, Battery
Wired/wireless Communication and Network	Close range wireless communication, Mobile communication, Wire communication

- Number of Exhibitors : 430 Booths from 216 Companies
 - Korean : 396 Booths from 195 Companies
 - Overseas : 34 Booths from 21 Companies
- Number of Visitors : 20,278 from 43 countries

Classification	Oct. 11(Wed)	Oct. 12(Thu)	Oct. 13(Fri)	Total
Korean	4,301	6,578	8,921	19,800
Overseas	129	181	168	478
Total	4,430	6,759	9,089	20,278

- Overseas : Germany, Russia, Malaysia, USA, Vietnam, Singapore, UK, India, Japan, China, Taiwan, etc.

2. Analysis

□ Visitor Analysis

① Industrial Classification of Visitors

Classification	Rate(%)
Consulting	27.66%
Manufacturer	26.95%
Etc.	8.55%
Student	7.93%
Electric/Gas/Water Supply, Sewage and waste, Environmental restoration	5.27%
Wholesale and retail	4.90%
University, Education, Research	4.88%
Government, Public	3.67%
Construction	2.83%
Finance, Insurance, Stock	1.50%
Press	1.32%
Entertainment	1.19%
Health care and welfare	0.86%
Agriculture, Forestry, Fisheries	0.85%
Distribution	0.68%
Transportation	0.60%
Medical and hospital	0.38%
Total	100%

② Position of Visitors

Classification	Rate(%)
CEO	12.41%
Marketing / Sales	19.82%
Promotion	0.96%
Purchase / Obtain	2.83%
Manufacture	3.16%
Finance	1.11%
Technology / Research / Design	33.22%
Quality assurance	1.77%
Management / Education / Welfare	2.06%
Maintain / Repair	4.39%
Planning	7.71%
Inventory / Distribute	0.58%
Etc.	9.99%
Total	100%

③ Interest part of Visitors (duplication is included)

Classification	Rate(%)
Distribution / Construction	25.35%
Medicine / Food	1.82%
Automotive / Electronics / Manufacturing	21.78%
Fashion / Clothes	1.99%
Agriculture / Forestry / Fisheries	1.47%
Medical treatment / Welfare / Safety	17.68%
Education / Entertainment / Finance	14.15%
Prevention of disaster / Environment	15.74%
Total	100%

④ Object of Visit

Classification	Rate(%)
Purchasing research	5.55%
New Product / Technology information gathering	40.91%
Product / Technology purchase	6.18%
Trend in the industry	23.86%
General visit	16.52%
To acquire new customer	4.56%
Visit sales partner	0.95%
Plan to participation next year	0.43%
Etc.	1.05%
Total	100%

□ Result of Exhibitor Survey (119 companies)

① Participation of Purpose

Classification	Rate(%)
To acquire new customer	47.1%
Introduce new products	35.3%
Improving brand image	9.2%
Trend in the industry and information gathering	1.7%
Sales of product	4.2%
Maintaining good client relations	2.5%
Total	100.0%

② Plan to participating in 2018 Show

Classification	Rate(%)
Highly	52.10%
Negative Consideration	0.84%
Positive Consideration	47.06%
Total	100.0%

③ Satisfaction of Buyers

Classification	Rate(%)
Very good	16.81%
Satisfied	76.47%
Fair	6.72%
Unsatisfied	0.00%
Total	100.0%

④ Achievement of participating in the Show

Classification	Rate(%)
Very good	27.73%
Satisfied	64.21%
Fair	7.56%
Unsatisfied	0.00%
Total	100.0%

3. Pictures on site

