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# IoT Korea Exhibition 2015 Show Report

October 28(Wed)~30(Fri), 2015, COEX, Seoul, Korea

Korea IoT Association

# 1. IoT Korea Exhibition 2015

☐ Date : October 28(Wed)~30(Fri), 2015

☐ Venue : COEX Hall D, Seoul, Korea

☐ Number of Exhibitors : 366 Booths 156 Companies

o Korean : 338 Booths, 135 Companies
o Overseas : 28 Booths, 17 Companies

☐ Number of Visitors : 21,683 from 45 Countries

| Classification | Oct. 28(Wed) | Oct. 29(Thu) | Oct. 30(Fri) | Total |
|---|---|---|---|---|
| Korean | 4,363 | 6,826 | 10,248 | **21,437** |
| Overseas | 105 | 84 | 57 | **246** |
| Total | 4,468 | 6,910 | 10,305 | **21,683** |

※ Overseas : USA, Taiwan, China, Japan, Hong Kong, Malaysia, Singapore, Canada, Germany, France, Sweden, Spain, Finland, Chile, Vietnam, Etc.

☐ Result of Survey

① Participation of Purpose

| Classification | Rate(%) |
|---|---|
| To acquire new customer | 44.6 |
| Introduce new products | 44.6 |
| Improving brand image | 5.9 |
| Trend in the industry and information gathering | 1.0 |
| Sales of product | 2.9 |
| Maintaining good client relations | 1.0 |
| Total | 100 |

② Satisfaction of Buyers

| Classification | Rate(%) |
|---|---|
| Very good | 19.8 |
| Satisfied | 69.4 |
| Fair | 9.9 |
| Unsatisfied | 0.9 |
| Total | 100 |

### ③ Achievement of participating in the Show

| Classification | Rate(%) |
|---|---|
| Very good | 20.7 |
| Satisfied | 64.9 |
| Fair | 13.5 |
| Unsatisfied | 0.9 |
| Total | 100 |

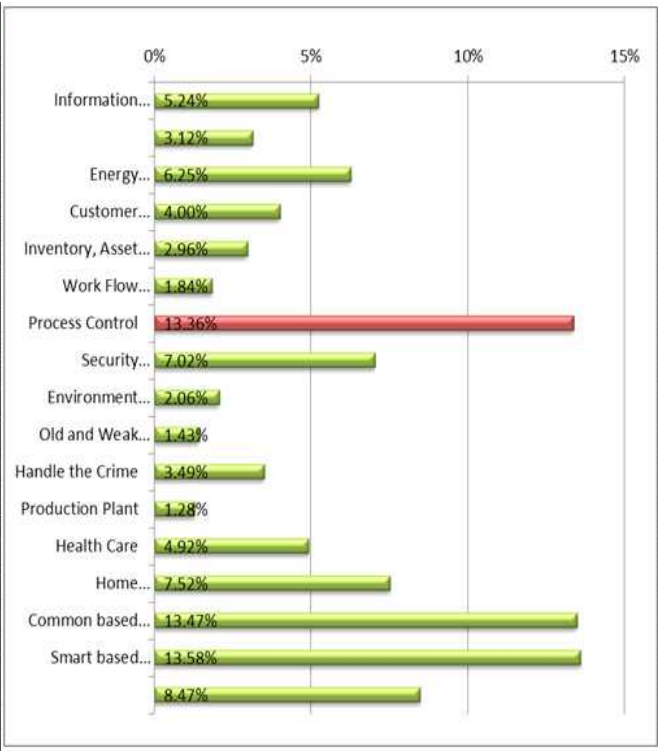
### ④ Plan to participating in 2016 Show

| Classification | Rate(%) |
|---|---|
| Highly | 38.2 |
| Negative Consideration | 0.9 |
| Positive Consideration | 60.9 |
| Total | 100 |

## ☐ Visitors Analysis

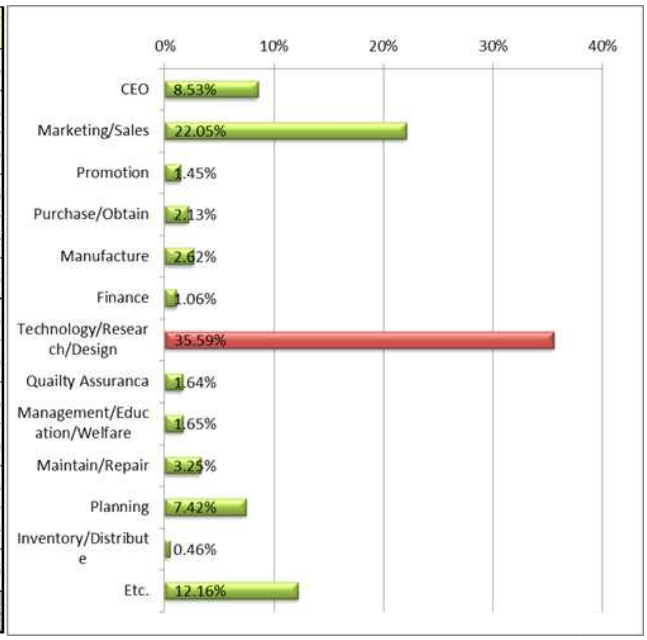
### < Industrial Classification of Visitors>

| Classification | Response | Rate(%) |
|---|---|---|
| Information Management | 2,409 | 5.24% |
| Disaster counter measure | 1,434 | 3.12% |
| Energy Management | 2,877 | 6.25% |
| Customer Management & Service Management | 1,841 | 4.00% |
| Inventory, Asset Management | 1,364 | 2.96% |
| Work Flow Management | 845 | 1.84% |
| Process Control | 6,148 | 13.36% |
| Security Manangement | 3,229 | 7.02% |
| Environment Management | 948 | 2.06% |
| Old and Weak support | 656 | 1.43% |
| Handle the Crime | 1,605 | 3.49% |
| Production Plant | 590 | 1.28% |
| Health Care | 2,263 | 4.92% |
| Home automation service | 3,458 | 7.52% |
| Common based platform(Cloud) | 6,198 | 13.47% |
| Smart based platform (Big Data) | 6,250 | 13.58% |
| Application platform | 3,896 | 8.47% |
| **Total** | **46,011** | **100.00%** |



## <Position of Visitors>

| Classification | Response | Rate(%) |
|---|---|---|
| CEO | 1,092 | 8.53% |
| Marketing/Sales | 2,823 | 22.05% |
| Promotion | 186 | 1.45% |
| Purchase/Obtain | 273 | 2.13% |
| Manufacture | 335 | 2.62% |
| Finance | 136 | 1.06% |
| Technology/Research/Design | 4,557 | 35.59% |
| Quailty Assuranca | 210 | 1.64% |
| Management/Education/Welfare | 211 | 1.65% |
| Maintain/Repair | 416 | 3.25% |
| Planning | 950 | 7.42% |
| Inventory/Distribute | 59 | 0.46% |
| Etc. | 1,557 | 12.16% |
| **Total** | **12,805** | **100.00%** |




## < Interest part of Visitors >

| Classification | Response | Rate(%) |
|---|---|---|
| Information Management | 2,409 | 5.24% |
| Disaster counter measure | 1,434 | 3.12% |
| Energy Management | 2,877 | 6.25% |
| Customer Management & Service Management | 1,841 | 4.00% |
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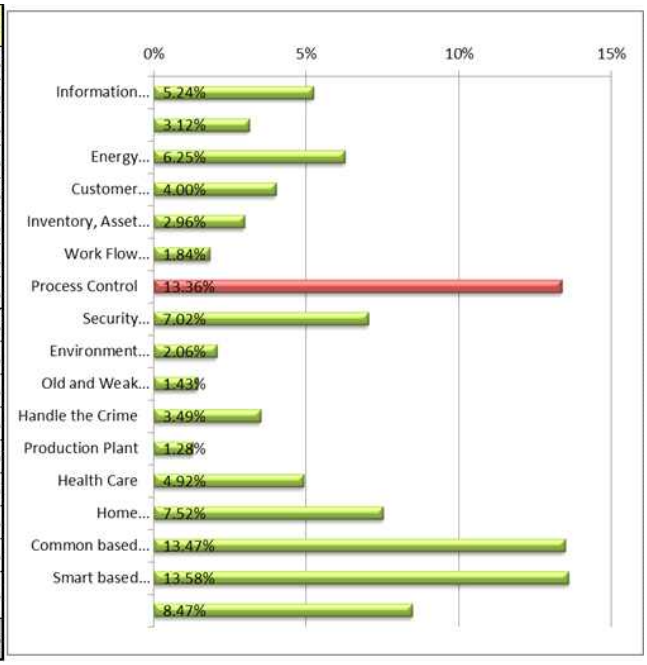
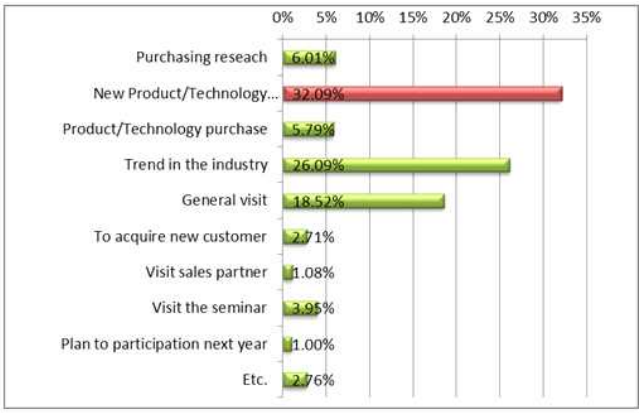
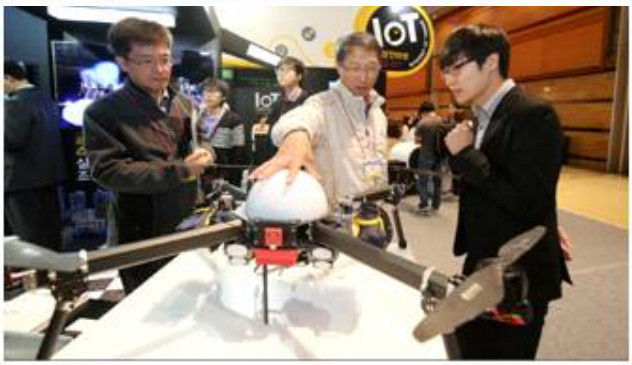


## <Object of Visit>

| Classification | Response | Rate(%) |
|---|---|---|
| Purchasing reseach | 1,192 | 6.01% |
| New Product/Technology information gathering | 6,366 | 32.09% |
| Product/Technology purchase | 1,148 | 5.79% |
| Trend in the industry | 5,176 | 26.09% |
| General visit | 3,673 | 18.52% |
| To acquire new customer | 537 | 2.71% |
| Visit sales partner | 214 | 1.08% |
| Visit the seminar | 783 | 3.95% |
| Plan to participation next year | 199 | 1.00% |
| Etc. | 548 | 2.76% |
| **Total** | **19,836** | **100.00%** |




## ☐ 2015 Photo Gallery



## 2. IoT Korea International Conference

☐ Date : October 29(Thu), 2015

☐ Venue : COEX Hall E, Seoul, Korea

☐ Number of Participants : 764 Participants from 8 Countries

☐ Program

| Track | Time | Main Topic | | | |
|---|---|---|---|---|---|
| Common Track | 09:00~09:50 | Registration | | | |
| | 09:50~10:00 | Door-Prize | | | |
| | 10:00~10:10 | Opening Ceremony (NATIONAL INFORMATION SOCIETY AGENT, Chairman) | | | |
| | | Congratulatory Address | | | |
| | 10:10~10:40 | (Keynote 1) Towards Open IoT (SAMSUNG ELECTRONICS, June-Hee Lee, Vice President) | | | |
| | 10:40~11:10 | (Keynote 2) The Rise of Smart, Connected Products : Third Great Wave of IT-Driven Innovation (PTC, Thomas Roser , Vice President) | | | |
| | 11:10~11:40 | (Keynote 3) Achieving the Vision of Manufacturing Innovation 3.0 Thru a Connected Enterprise : New Industrial Revolution adopting IoT Technology (ROCKWELL AUTOMATION, Keith W. McPherson , Director) | | | |
| | 11:40~12:00 | (Keynote 4) The Prerequisite Conditions "Everything" : Telco's Point of View on IoT Technology and Ecosystem (SKT, Il-Kyu Huh, Senior Vice President) | | | |
| Professional Track | 13:00~14:30 | Track 1 New Business Development Strategy for K-ICT Internet of Things(IoT) Convergence | Track 2. IoT Industrialization Issues | Track 3 IoT Technology and Its Examples | Special Track. OCEAN(Open allianCE for iot stANdard) Day |
| | | Session 1. Manufacturing business model innovation through IoT Convergence | Session 4. IoT Industrialization Issues - Device, Platform. Security | Session 7. Maker(ICT DIY) and IoT | Session 1 OCEAN and Introduction on IoT Open-source |
| | 14:30~14:40 | Break Time | | | |
| | 14:40~16:10 | Session 2. IoT, Value creation for convenience and healthy life-cycle | Session 5. IoT Issues | Session 8. Application Cases (Home, Manufacturing/ Transportation, Safety) | Session 2 Examples of OCEAN Application and Its Business Model |
| | 16:10~16:20 | Break Time | | | |
| | 16:20~17:50 | Session 3. K-ICT content, global expansion strategy for the creative economy | Session 6. IoT International Cooperation Exemplification | Session 9. Application Cases (Food, Design, Intelligent Platform) | Session 3 Instruction on IoT Platform Interworking Technology |