IoT Korea Exhibition 2019 Post-show Report

October 23(Wed) ~ 25(Fri), 2019





1. Show Overview

□ Date : October 23(Wed)~25(Fri), 2019

□ Venue : COEX Hall A

□ Key Exhibits

Classification	Products
loT Intelligent Service	Smart Office, healthcare and medical, retail and logistics, agriculture, smart city, smart home appliances, etc.
IoT Network / Platform	LoRa, NB-IoT, 5G and other network and platform(oneM2M, OCF, etc.) equipment
IoT Security	Information security, physical security, convergence techniques (transportation, medical, home appliances, etc.), blockchain security, etc.
IoT Divices	Smart devices(remote reading, location, equipment monitoring, etc.), sensors, gateways, chipsets, modules, cards and tags, readers, etc.

□ Number of Exhibitors : 360 Booths from 154 Companies

o Korean: 339 Booths from 140 Companies o Overseas: 21 Booths from 14 Companies

□ Number of Visitors : 17,324 from 32 countries

Classification	Oct.23(Wed)	Oct.24(Thu)	Oct.25(Fri)	Total
Korean	3,634	5,556	7,620	16,810
Overseas	97	286	131	514
Total	3,731	5,842	7,751	17,324

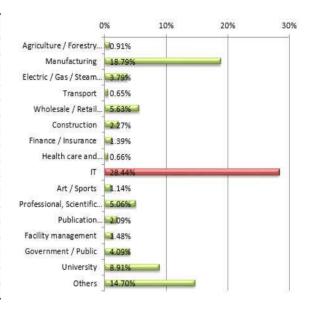
- Overseas : Denmark, Russia, Malaysia, USA, Vietnam, Singapore, Indonesia, Indonesia, Japan, China, Thailand, France, etc.

2. Analysis

□ Visitor Analysis

1) Industrial Classification of Visitors

Classifaction	No. of Responses	Rate(%)
Agriculture / Forestry / Fisheries / Mining	133	0.91%
Manufacturing	2,745	18.79%
Electric / Gas / Steam / Water supply, Disposal of Sewage-Waste, Environmental restoration	554	3.79%
Transport	95	0.65%
Wholesale / Retail /Distribution	822	5.63%
Construction	332	2.27%
Finance / Insurance	203	1.39%
Health care and Welfare	96	0.66%
IT	4,155	28.44%
Art / Sports	166	1.14%
Professional, Scientific and Technical services(Consulting etc.)	739	5.06%
Publication /Broadcasting and Communications	306	2.09%
Facility management	216	1.48%
Government / Public	598	4.09%
University	1,301	8.91%
Others	2,148	14.70%
Total	14,609	100.00%



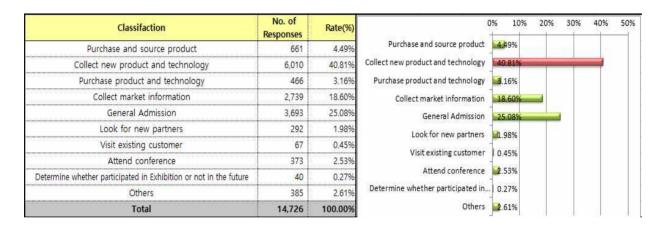
② Position of Visitors

Classifaction	No. of Responses	Rate(%)	(0% 10%	20%	30%	40%
CEO	1,123	7.72%	CEO	7.72%			
Marketing / Sales	2,492	1 7.12%	Marketing / Sales	17.12%			
Promotion	205	1.41%	Promotion	1.41%			
Purchasing	258	1.77%	Purchasing	■1 .77%			
Manufacturing	325	2.23%	Manufacturing	2123%			
Financing	175	1.20%	Financing	1.20%			
Engineering / Design	4,726	32. <mark>4</mark> 7%	Engineering / Design	32.47%			
Quality Control	235	1.61%	Quality Control	■1.61%			
General Affairs / Education / Welfare	347	2.38%	General Affairs /	2/38%			
Maintenance Maintenance	518	3.56%	Maintenance	3.56%			
Planning	1,177	8.09%	Planning	8,09%			
Material Management / Transportation	95	0.65%	Material Management /	₩0.65%			
Others	2,877	19.77%		19.77%			
Total	14,553	100.00%			- 1	//	1

3 Field of Interesting(Multiple Answers)

Classifaction	No. of Responses	Rate(%)	VIV. 1970 Va	9% 5%	10%	15%	20%	25%	30%
Home / Appliance	8,422	23.83%	Home / Appliance	23.83%		-			
Energy	4,520	12.79%	Energy	12.79%					
Manufacturing	5,266	14.90%	Manufacturing	14.90%					
Automotive / Transportation	4,781	13.53%	Automotive / Transportation	13.53%					
City / Safety	4,203	11.89%	City / Safety	11.89%					
Environment	2,972	8.41%	Environment	8.41%					
Health / Medical	4,474	12.66%	50/10/10/10/10/10						
Others	704	1.99%	Health / Medical	12.66%					
Total	35,342	100.00%	Others	1.99%					

Purpose to Visit the show(Multiple Answers)



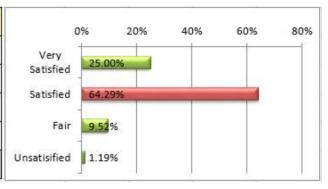
☐ Result of Exhibitor Survey (118 companies)

① Purpose of participation

Classifaction	Rate(%)	0% 10% 20% 30% 40% 50%
To acquire new customers	38. <mark>14</mark> %	To acquire new customers 38.14%
To introduce new technology and products	44.07%	To introduce new technology 44.07%
To Enhance the image of the industry	5.93%	To Enhance the image of the 5.93%
To collect various information (market trend and information in the industry)	6.78%	To collect various information 6.78%
To sell products	5.08%	To sell products 5.08%
Total	100.00%	

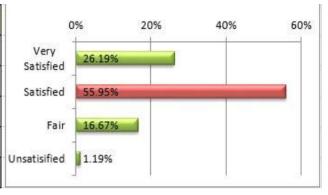
② Satisfaction of Buyers

Classifaction	Rate(%)
Very Satisfied	25.00%
Satisfied	64.29%
Fair	9.52%
Unsatisified	1.19%
Total	100.00%



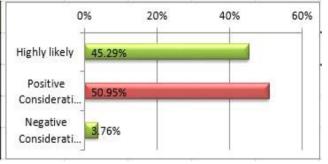
3 Achievement of participating in the Show

Classifaction	Rate(%)
Very Satisfied	26.19%
Satisfied	55.95%
Fair	16.67%
Unsatisified	1.19%
Total	100.00%



4 Plan to exhibit at 2020 show

Classifaction	Rate(%)
Highly likely	45.29%
Positive Consideration	50.95%
Negative Consideration	3.76%
Total	100.00%



3. Pictures on site

