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# AIoT Korea Exhibition 2022

## Post-show Report

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October 19(Wed) ~ 21(Fri), 2022



**Korea Intelligent IoT Association**

# 1. Show Overview

- **Date** : October 19(Wed)~21(Fri), 2022
- **Venue** : COEX Hall B
- **Key Exhibits**

Classification	Products
Devices/Platform Technology and Products	Chip, Modules, Sensor, Gateway, Tag, Reader, oneM2M Platform, Device Platform, etc.
Wired/wireless Communication and Network	Private 5G & e-UM 5G, LoRa, NB-IoT, Sigfox, LTE-M, Beacon, etc.
AI Solution	Voice Recognition, Pattern Recognition, Image Recognition, etc.
AIoT Convergence Service & Solution	- Industrial and living safety / Disaster prevention and recovery - Smart Home · Office / Smart City / Medical · Health - Energy / Fine dust · Water quality management, etc. Environment / Carbon neutral - Automobile · Chemical · Electrical and electronic · machinery, Manufacturing industry, Agriculture, Forestry and livestock digital innovation, etc.
Security Solutions	Device Security, Communications/Network Security, Platform/Service Security, Biometric Security, etc.

- **Number of Exhibitors : 302 Booths from 161 Companies**
  - Korean : 281 Booths from 145 Companies
  - Overseas : 21 Booths from 16 Companies
- **Number of Visitors : 13,068 from 26 countries**

Classification	Oct.19(Wed)	Oct.20(Thu)	Oct.21(Fri)	Total
Korean	3,930	4,207	4,685	12,822
Overseas	45	152	49	246
Total	3,975	4,359	4,734	13,068

\* Overseas Countries : USA, VIETNAM, BRAZIL, JAPAN, CHINA, CANADA, THAILAND, FRANCE, etc.

## 2. Analysis

### □ Visitor Analysis

#### ① Industrial Classification of Visitors

Classification	Number	Rate(%)
Agriculture / Forestry / Fisheries / Mining	82	0.99%
Manufacturing	1,391	16.87%
Electric/Gas/Steam/Water supply, Disposal of Sewage-Waste, Environmental restoration	242	2.94%
Transport	46	0.56%
Wholesale / Retail / Distribution	449	5.45%
Construction	249	3.02%
Finance / Insurance	153	1.86%
Health care and Welfare	88	1.07%
IT	2,688	32.61%
Art / Sports	67	0.81%
Professional, Scientific and Technical services(Consulting etc.)	462	5.60%
Publication / Broadcasting and Communications	148	1.80%
Facility management	88	1.07%
Government/Public	517	6.27%
University	670	8.13%
Others	904	10.97%
<b>Total</b>	<b>8,244</b>	<b>100%</b>

#### ② Position of Visitors

Classification	Number	Rate(%)
CEO	680	10.65%
Marketing / Sales	1,394	21.39%
Promotion	105	1.30%
Purchasing	136	1.75%
Manufacturing	123	2.14%
Financing	120	1.23%
Engineering / Design	2,784	33.54%
Quality Control	148	1.27%
General Affairs / Education / Welfare	281	2.24%
Maintenance	418	3.37%
Planning	830	9.93%
Material Management / Transportation	26	0.46%
Others	1,197	10.73%
<b>Total</b>	<b>8,242</b>	<b>100%</b>

#### ③ Field of Interesting (Multiple Answers)

Classification	Number	Rate(%)
Devices/Platform Technology and Products	5,054	28.15%
AI Technology and Hardware	3,545	19.75%
Wired/wireless Communication and Network	2,158	12.02%
Security Solutions	1,566	8.72%
AIoT Services & Solution	3,515	19.58%
Smart Home & Life Products	2,114	11.78%
<b>Total</b>	<b>17,952</b>	<b>100%</b>

#### ④ Purpose to Visit the show (Multiple Answers)

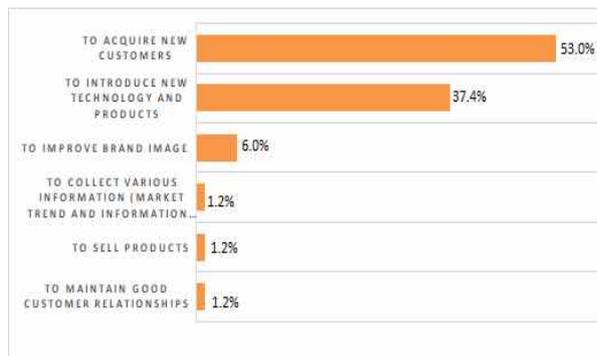
Classification	Number	Rate(%)
Purchase and source product	381	4.62%
Collect new product and technology	3,232	39.21%
Purchase product and technology	251	3.05%
Collect market information	1,651	20.03%
General Admission	1,961	23.79%
Look for new partners	204	2.47%
Visit existing customer	56	0.68%
Attend conference	176	2.14%
Determine whether participated in Exhibition or not in the future	20	0.24%
Others	311	3.77%
<b>Total</b>	<b>8,243</b>	<b>100%</b>

⑤ Number of visitors by country

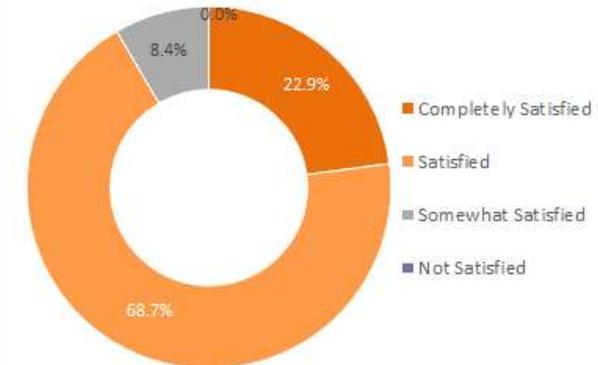
No.	Country	Number	Rate(%)	No.	Country	Number	Rate(%)
1	CHINA	58	23.29	15	NIGERIA	1	0.40
2	JAPAN	36	14.46	16	LITHUANIA	1	0.40
3	U.S.A	16	6.43	17	MEXICO	1	0.40
4	FRANCE	8	3.21	18	MONGOLIA	1	0.40
5	BRAZIL	6	2.41	19	VENEZUELA	1	0.40
6	INDONESIA	6	2.41	20	VIETNAM	1	0.40
7	INDIA	5	2.01	21	ARGENTINA	1	0.40
8	SINGAPORE	4	1.61	22	ALGERIA	1	0.40
9	THAILAND	4	1.61	23	EGYPT	1	0.40
10	AUSTRALIA	3	1.20	24	CANADA	1	0.40
11	TAIWAN	2	0.80	25	TUNISIA	1	0.40
12	RUSSIA	2	0.80	26	PHILIPPINES	1	0.40
13	SWEDEN	2	0.80	27	OTHER	83	33.33
14	SPAIN	2	0.80	<b>Total</b>		<b>246</b>	<b>100%</b>

□ Exhibitor Survey

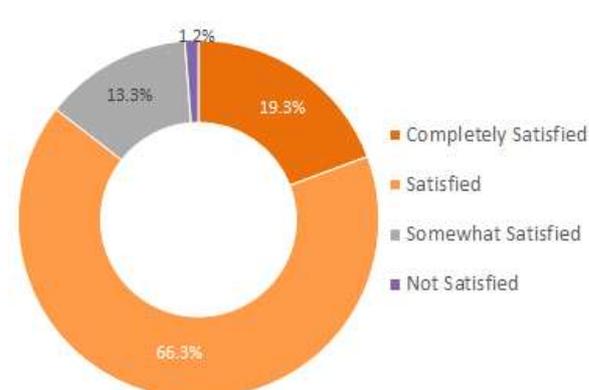
① Purpose of participation



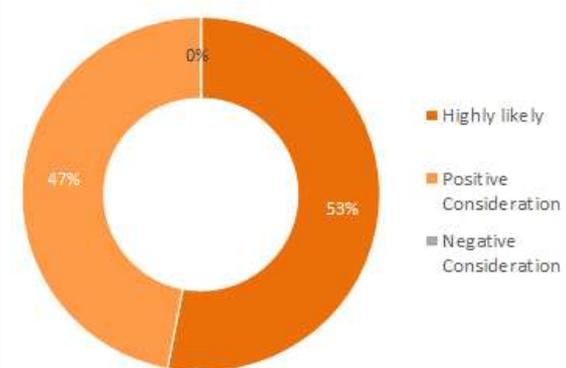
② Quality of Buyers



③ Goal Achievement(Satisfaction)



④ Plan to participate the show again next year



## 5. Photos on site



