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「AIoT Korea Exhibition 2023
Post-show Report

October. 11(Wed) ~ 13(Fri), 2023

Korea Intelligent IoT Association

1. Show Overview

□ **Date** : October 11(Wed)~13(Fri), 2023

□ **Venue** : COEX Hall D, Seoul, Korea

□ **Key Exhibits**

Classification	Exhibits
IoT 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 Technology & Solution	Voice Recognition, Pattern Recognition, Image Recognition, etc.
AI+IoT 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 : 316 Booths from 165 Companies**

o Korean : 291 Booths from 146 Companies

o Overseas : 25 Booths from 19 Companies

Exhibitor List

□ **Number of Visitors : 11,282 from 39 countries**

Classification	Oct.11(Wed)	Oct.12(Thu)	Oct.13(Fri)	Total
Korean	3,130	3,851	4,083	11,064
Overseas	40	132	46	218
Total	3,170	3,983	4,129	11,282

* Overseas Countries : USA, CHINA, JAPAN, FRANCE, INDIA, THAILAND, VIETNAM, SINGAPORE, MEXICO, etc.

2. Analysis

□ Visitor Analysis

① Industrial Classification of Visitors

Classification	Number	Rate(%)
Agriculture / Forestry / Fisheries / Mining	87	1.0%
Manufacturing	1,420	16.6%
Electric/Gas/Steam/Water supply, Disposal of Sewage·Waste, Environmental restoration	315	3.7%
Wholesale / Retail / Distribution	529	6.2%
Finance / Insurance	128	1.5%
IT	2,937	34.3%
Professional, Scientific and Technical services(Consulting etc.)	807	9.4%
Facility management	145	1.7%
Education	475	5.6%
Transport	56	0.7%
Construction	249	2.9%
Health care and Welfare	102	1.2%
Art / Sports & Leisure	52	0.6%
Publication / Broadcasting and Communications	160	1.9%
Government/ Public/ National Defense	514	6.0%
Others	582	6.8%
Total	**8,558**	**100%**

② Position of Visitors

Classification	Number	Rate(%)
CEO	846	9.9%
Marketing / Sales	1,657	19.4%
Promotion	91	1.1%
Purchasing	363	4.2%
Manufacturing	268	3.1%
Financing	94	1.1%
Engineering / Design	3,037	35.5%
Quality Control	123	1.4%
General Affairs / Education / Welfare	249	2.9%
Maintenance	379	4.4%
Planning	752	8.8%
Material Management / Transportation	101	1.2%
Others	598	7.0%
Total	**8,558**	**100%**

③ Field of Interesting

(Multiple Answers)

Classification	Number	Rate(%)
Devices/Platform Technology and Products	5,849	25.49%
AI Technology and Hardware	4,804	20.93%
Wired/wireless Communication and Network	2,900	12.64%
Security Solutions	2,117	9.22%
AIoT Services & Solution	4,506	19.63%
Smart Home & Life Products	2,774	12.09%
Total	**22,950**	**100%**

④ Purpose to Visit the show

(Multiple Answers)

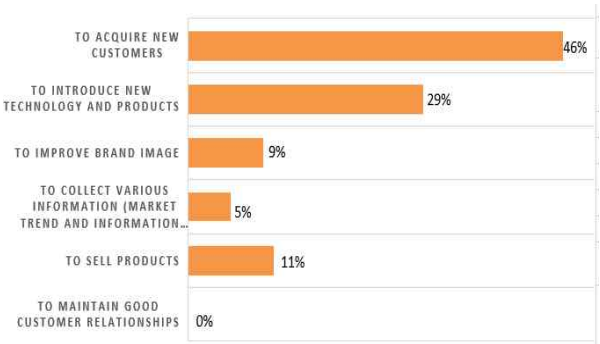
Classification	Number	Rate(%)
Purchase and source product	859	9.9%
Collect new product and technology	3,012	34.7%
Purchase product and technology	620	7.1%
Collect market information	1,984	22.8%
General Admission	1,298	14.9%
Look for new partners	453	5.2%
Visit existing customer	81	0.9%
Attend conference	169	1.9%
Determine whether participated in Exhibition or not in the future	38	0.4%
Others	170	2.0%
Total	**8,684**	**100%**

⑤ Number of visitors by country

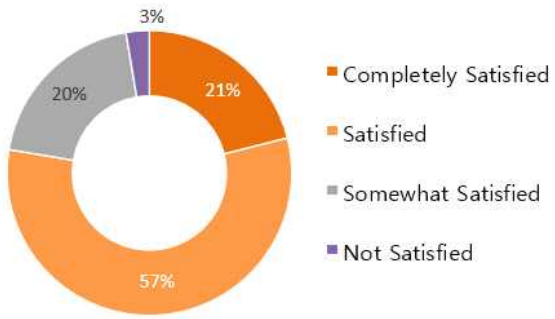
No.	Country	Number	Rate(%)	No.	Country	Number	Rate(%)
1	CHINA	48	22.0%	21	UZBEKISTAN	2	0.9%
2	JAPAN	28	12.8%	22	IRAN	2	0.9%
3	U.S.A	26	11.9%	23	UGANDA	1	0.5%
4	FRANCE	13	6.0%	24	TUNISIA	1	0.5%
5	INDIA	12	5.5%	25	TANZANIA	1	0.5%
6	THAILAND	11	5.0%	26	SWEDEN	1	0.5%
7	VIETNAM	10	4.6%	27	SOUTH AFRICA	1	0.5%
8	SINGAPORE	6	2.8%	28	RUSSIA	1	0.5%
9	ECUADOR	5	2.3%	29	NIGERIA	1	0.5%
10	MEXICO	5	2.3%	30	MYANMAR	1	0.5%
11	INDONESIA	5	2.3%	31	MONACO	1	0.5%
12	TAIWAN	5	2.3%	32	LITHUANIA	1	0.5%
13	PHILIPPINES	5	2.3%	33	HONDURAS	1	0.5%
14	BRAZIL	4	1.8%	34	EGYPT	1	0.5%
15	ETHIOPIA	4	1.8%	35	COSTA RICA	1	0.5%
16	SPAIN	2	0.9%	36	COLOMBIA	1	0.5%
17	MONGOLIA	2	0.9%	37	AUSTRALIA	1	0.5%
18	KENYA	2	0.9%	38	ARGENTINA	1	0.5%
19	IRAQ	2	0.9%	39	ALGERIA	1	0.5%
20	AZERBAIJAN	2	0.9%	Total		218	100%

□ Exhibitor Survey

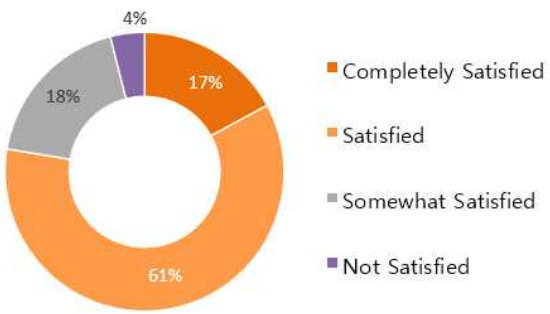
① Purpose of participation



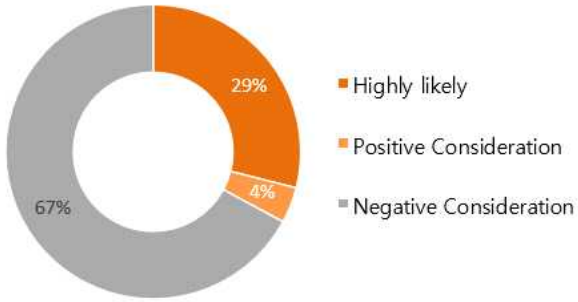
② Quality of Buyers



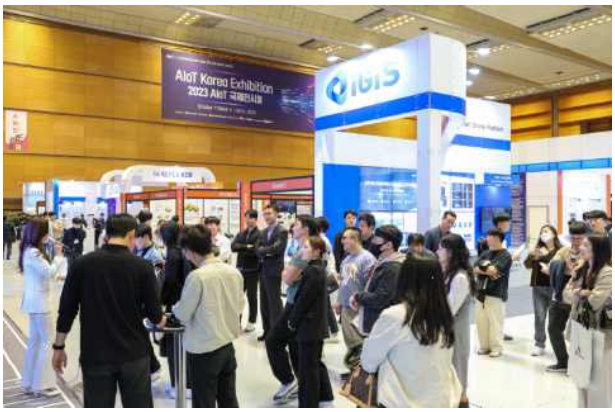
③ Goal Achievement(Satisfaction)

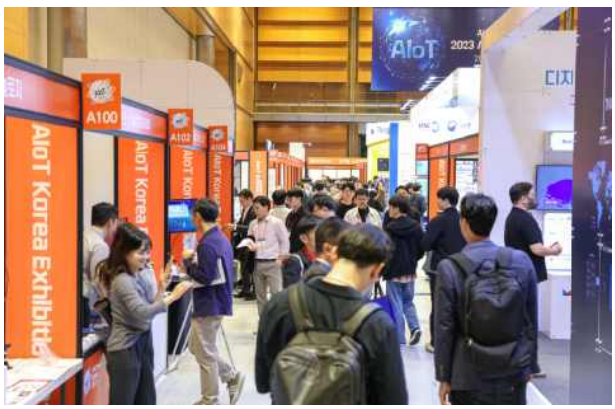


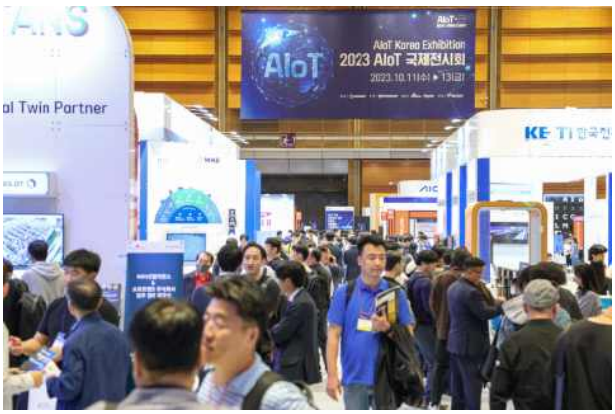
④ Plan to participate the show again next year

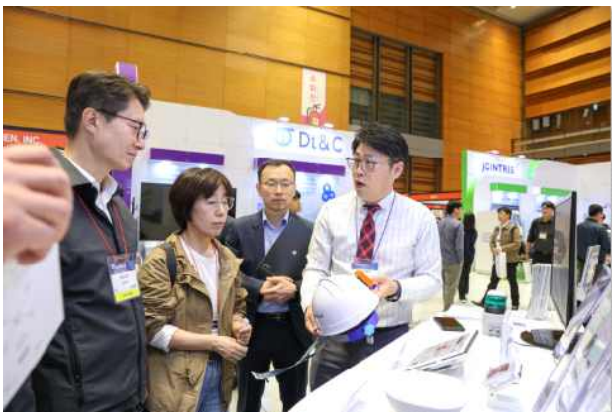


5. Photos on site









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일시 2023. 10. 12(목) 10:00 ~ 17:00 장소 코엑스 3층 컨퍼런스룸 E
2023 AIoT 컨퍼런스
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