

# 「AIoT Korea Exhibition 2025」 Post-show Report

November 26<sup>[Wed]</sup> ~ November 28<sup>[Fri]</sup>, 2025

# 1. Show Overview

- **Date** : November 26(Wed) ~ November 28(Fri), 2025
- **Venue** : COEX Hall D, Seoul, South Korea
- **Key Exhibits**

Category	Exhibits
<b>AI + IoT Products and Solutions</b>	Software, Platform, Device, Communication devices, Security, etc.
<b>Manufacturing Business</b>	Process and production management solutions, predictive diagnostics, Maintenance, smart factory, process automation systems, Autonomous Transport Unit (AGV), Unmanned Autonomous Ground Vehicle (UGV) etc.
<b>Industrial and Residential Safety Disasters and Catastrophes</b>	AI and IoT-based disaster response systems and solutions, digital safety management systems, integrated catastrophic safety control solutions, integrated monitoring of disaster early detection and alarm, industrial safety solutions, etc.
<b>Smart Home/Office/Healthcare</b>	Smart appliances/robots, home entertainment, smart work solutions, autonomous seating/meeting room reservation system, biometric authentication system, visitor management system, telemedicine system, smart health/beauty care, special care and support service for the socially disadvantaged, etc
<b>Smart Cities, Smart Villages</b>	Smart transportation, Smart construction infrastructure, Smart government, etc.
<b>Energy &amp; Environment</b>	AI and IoT-based energy-saving services, smart energy service platform, urban regeneration, eco-friendly food resourceization, smart water grid system, atmospheric environment monitoring and control system, Carbon Emission Data Collection System, etc.
<b>Distribution &amp; Logistics, Agricultural and Livestock Production</b>	AI and IoT-based logistics automation system, smart SCM solution, smart agriculture (including smart farm machinery and smart farm), agricultural and fishery production process management (including growth management and monitoring system)

- **Number of Exhibitors : 314 Booths from 148 Companies**
  - o Korean : 295 Booths from 134 Companies
  - o Overseas : 19 Booths from 14 Companies
- **Number of Visitors : 17,012 from 34 countries**

	Nov.26(Wed)	Nov.27(Thu)	Nov.28(Fri)	Total
Korean	4,791	5,428	6,436	16,655
Overseas	101	111	145	357
<b>Total</b>	<b>4,892</b>	<b>5,539</b>	<b>6,581</b>	<b>17,012</b>

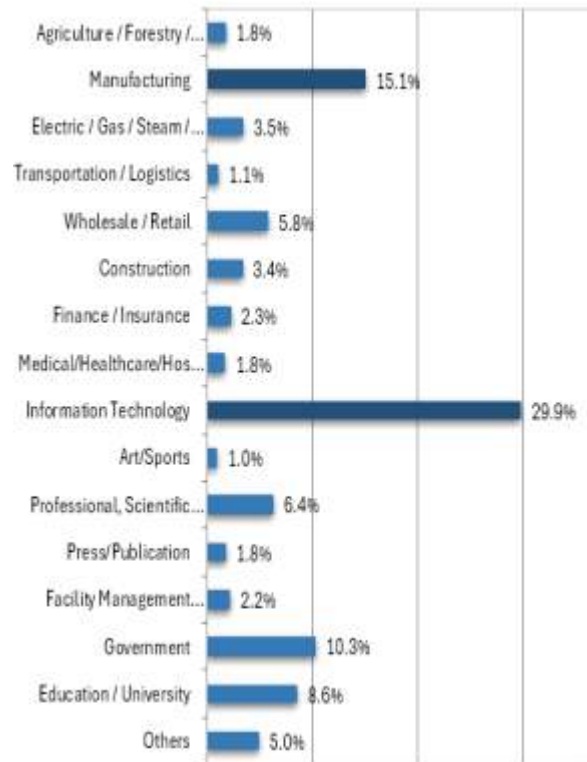
\* Overseas Countries: USA, China, Japan, Canada, India, Singapore, etc.

## 2. Analysis

### □ Visitor Analysis

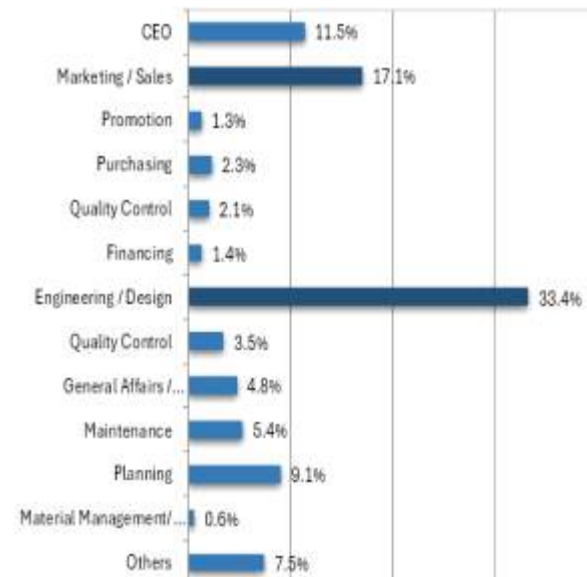
#### ① Industrial Classification of Visitors

Classification	Number	Rate(%)
Agriculture / Forestry / Fisheries / Mining	267	1.8%
Manufacturing	2,221	15.1%
Electric / Gas / Steam / Water supply, Disposal of Sewage-Waste, Environmental restoration	512	3.5%
Transportation / Logistics	162	1.1%
Wholesale / Retail	859	5.8%
Construction	503	3.4%
Finance / Insurance	336	2.3%
Medical/Healthcare/Hospital	261	1.8%
Information Technology	4,399	29.9%
Art/Sports	147	1.0%
Professional, Scientific and Technical services(Consulting etc.)	935	6.4%
Press/Publication	266	1.8%
Facility Management and Supporting Service	328	2.2%
Government	1,521	10.3%
Education / University	1,268	8.6%
Others	731	5.0%
<b>Total</b>	<b>14,716</b>	<b>100%</b>



#### ② Position of Visitors

Classification	Number	Rate(%)
CEO	1,685	11.5%
Marketing / Sales	2,521	17.1%
Promotion	193	1.3%
Purchasing	339	2.3%
Quality Control	304	2.1%
Financing	203	1.4%
Engineering / Design	4,918	33.4%
Quality Control	519	3.5%
General Affairs / Education / Welfare	704	4.8%
Maintenance	791	5.4%
Planning	1,345	9.1%
Material Management/ Transportation	92	0.6%
Others	1,102	7.5%
<b>Total</b>	<b>14,716</b>	<b>100.0 %</b>



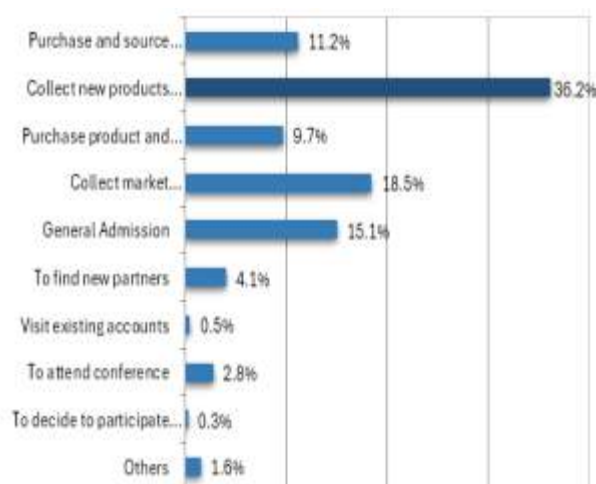
### ③ Field of Interesting (Multiple Answers)

Classification	Number	Rate(%)
AI+IoT Products and Solutions	12,116	36.0%
Smart Cities, Smart Villages	5,081	15.1%
Manufacturing Business	3,438	10.2%
Energy & Environment	2,925	8.7%
Industrial and Residential Safety Disasters and Catastrophes	2,661	7.9%
Distribution, Logistics, Agricultural and Livestock Production	1,798	5.3%
Smart Home / Office / Healthcare	5,649	16.8%
<b>Total</b>	<b>33,668</b>	<b>100.0%</b>



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

Classification	Number	Rate(%)
Purchase and source product	1,653	11.2%
Collect new products and technology	5,325	36.2%
Purchase product and technology	1,433	9.7%
Collect market information	2,728	18.5%
General Admission	2,218	15.1%
To find new partners	598	4.1%
Visit existing accounts	77	0.5%
To attend conference	411	2.8%
To decide to participate in the next show	43	0.3%
Others	230	1.6%
<b>Total</b>	<b>14,716</b>	<b>100 %</b>

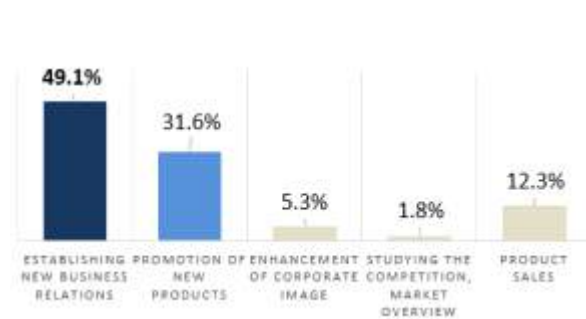


## ⑤ Visitor Numbers by Country

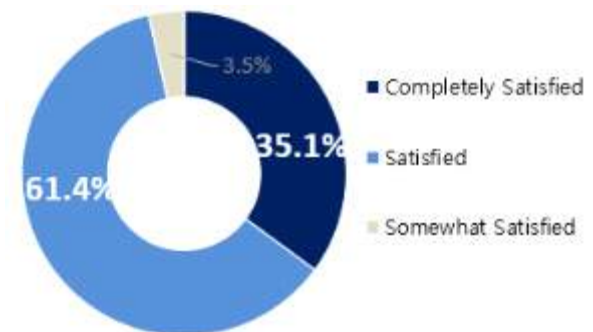
No.	Country	Number	Rate(%)	No.	Country	Number	Rate(%)
1	CHINA	57	16.0%	19	ITALY	4	1.1%
2	JAPAN	22	6.2%	20	PORTUGAL	4	1.1%
3	INDIA	19	5.3%	21	SWEDEN	4	1.1%
4	UZBEKISTAN	17	4.8%	22	BRAZIL	3	0.8%
5	VIET NAM	17	4.8%	23	CONGO	3	0.8%
6	UNITED STATES	16	4.5%	24	ETHIOPIA	3	0.8%
7	ARAB EMIRATE	16	4.5%	25	IRELAND	3	0.8%
8	INDONESIA	15	4.2%	26	JAKARTA	3	0.8%
9	RUSSIA	8	2.2%	27	KAZAKHSTAN	3	0.8%
10	MALAYSIA	7	2.0%	28	LAOS	3	0.8%
11	SINGAPORE	7	2.0%	29	PARAGUAY	3	0.8%
12	FINLAND	5	1.4%	30	ESTONIA	2	0.6%
13	FRANCE	5	1.4%	31	MALDIVES	2	0.6%
14	SWITZERLAND	5	1.4%	32	MOZAMBIQUE	2	0.6%
15	TAIWAN	5	1.4%	33	MYANMAR	2	0.6%
16	TURKIYE	5	1.4%	34	OTHERS	78	21.9%
17	UNITED KINGDOM	5	1.4%	<b>Total</b>		<b>357</b>	<b>100%</b>
18	CANADA	4	1.1%				

## □ Exhibitor Survey

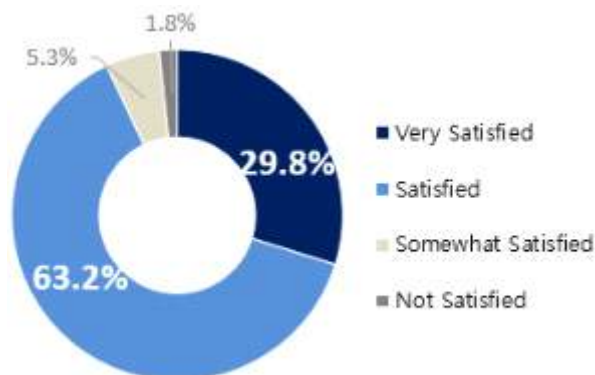
### ① Purpose of participation



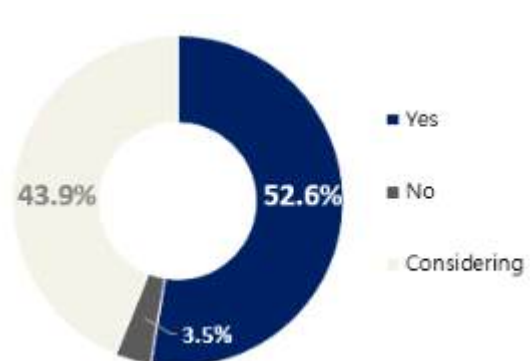
### ② Quality of visitors(Satisfaction)



### ③ Goal Achievement(Satisfaction)



### ④ Plan to participate again in next show





3. On-site photos

