

「AIoT Korea Exhibition 2024」 Post-show Report

October 30[Wed] ~ November[Fri] 1, 2024



Korea Intelligent IoT Association

1. Show Overview

- Date : October 30(Wed) ~ November 1(Fri), 2024
- Venue : COEX Hall D, Seoul, South Korea
- Key Exhibits

Category	Exhibits
AI + IoT Products and Solutions	Software, Platform, Device, Communication devices, Security, etc.
Manufacturing Business	Process and production management solutions, Predictive diagnostics, smart factory, Process automation systems, etc.
Industrial and Residential Safety Disasters and Catastrophes	AI and IoT-based disaster response systems and solutions, Digital safety management systems, etc.
Smart Home/Office/Healthcare	Smart Appliances&Robots, Home Entertainment, Smart Work solutions, Smart health/beauty care, Special care and support service for the socially disadvantaged, etc.
Smart Cities, Smart Villages	Smart transportation, Smart construction infrastructure, Smart government, etc.
Energy & Environment	AI and IoT-based energy-saving services, smart energy service platform eco-friendly food resourceization, atmospheric environment monitoring and control system, etc.
Distribution & Logistics, Agricultural and Livestock Production	AI and IoT-based logistics automation system, smart agriculture, agricultural and fishery production process management.

- Number of Exhibitors : 320 Booths from 168 Companies
 - o Korean : 296 Booths from 153 Companies
 - o Overseas : 24 Booths from 15 Companies

- Number of Visitors : 16,982 from 34 countries

	Oct.30(Wed)	Oct.31(Thu)	Nov.1(Fri)	Total
Korean	4,904	5,659	6,063	16,626
Overseas	111	104	141	356
Total	5,015	5,763	6,204	16,982

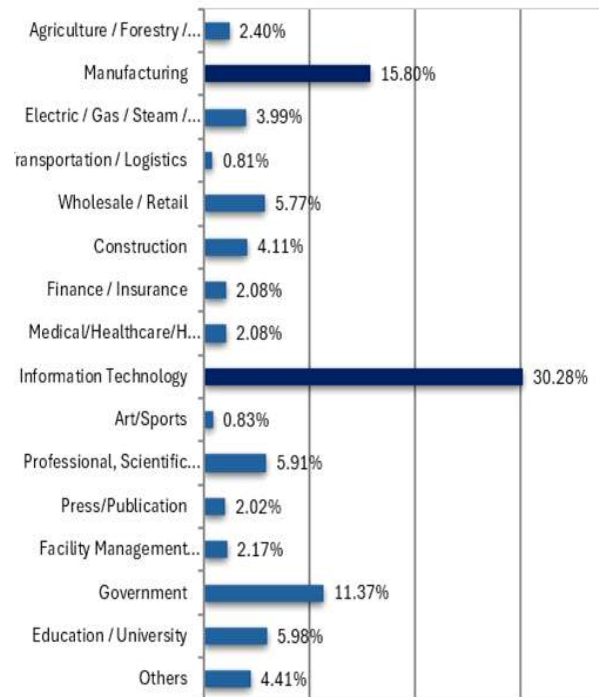
* Overseas Countries: USA, China, Japan, Indonesia, Vietnam, Bahrain, Singapore, etc.

2. Analysis

□ Visitor Analysis

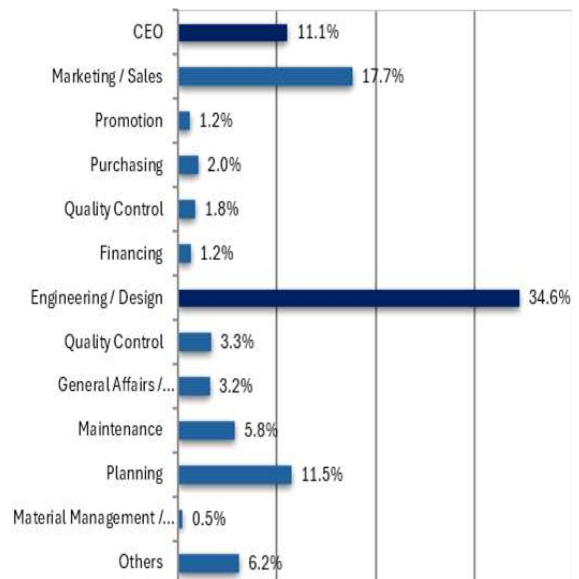
① Industrial Classification of Visitors

Classification	Number	Rate(%)
Agriculture / Forestry / Fisheries / Mining	356	2.40%
Manufacturing	2,347	15.80%
Electric / Gas / Steam / Water supply, Disposal of Sewage-Waste, Environmental restoration	593	3.99%
Transportation / Logistics	121	0.81%
Wholesale / Retail	858	5.77%
Construction	610	4.11%
Finance / Insurance	309	2.08%
Medical/Healthcare/Hospital	309	2.08%
Information Technology	4,499	30.28%
Art/Sports	124	0.83%
Professional, Scientific and Technical services(Consulting etc.)	878	5.91%
Press/Publication	300	2.02%
Facility Management and Supporting Service	323	2.17%
Government	1,689	11.37%
Education / University	888	5.98%
Others	655	4.41%
Total	14,859	100.0%



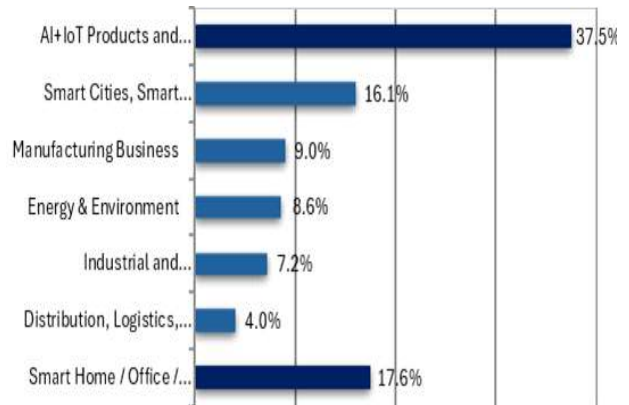
② Position of Visitors

Classification	Number	Rate(%)
CEO	1,648	11.1%
Marketing / Sales	2,626	17.7%
Promotion	173	1.2%
Purchasing	301	2.0%
Quality Control	261	1.8%
Financing	185	1.2%
Engineering / Design	5,139	34.6%
Quality Control	496	3.3%
General Affairs / Education / Welfare	477	3.2%
Maintenance	856	5.8%
Planning	1,709	11.5%
Material Management/ Transportation	68	0.5%
Others	920	6.2%
Total	14,859	100%



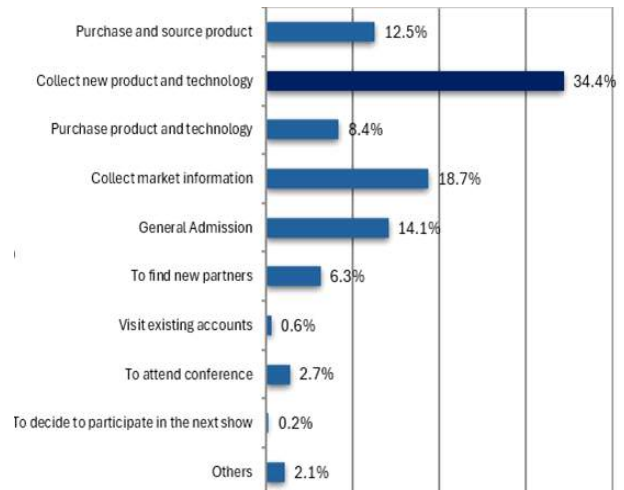
③ Field of Interesting (Multiple Answers)

Classification	Number	Rate(%)
AI+IoT Products and Solutions	12,987	37.5%
Smart Cities, Smart Villages	5,560	16.1%
Manufacturing Business	3,110	9.0%
Energy & Environment	2,979	8.6%
Industrial and Residential Safety Disasters and Catastrophes	2,499	7.2%
Distribution, Logistics, Agricultural and Livestock Production	1,397	4.0%
Smart Home / Office / Healthcare	6,076	17.6%
Total	34,608	100%



④ Purpose to Visit the show (Multiple Answers)

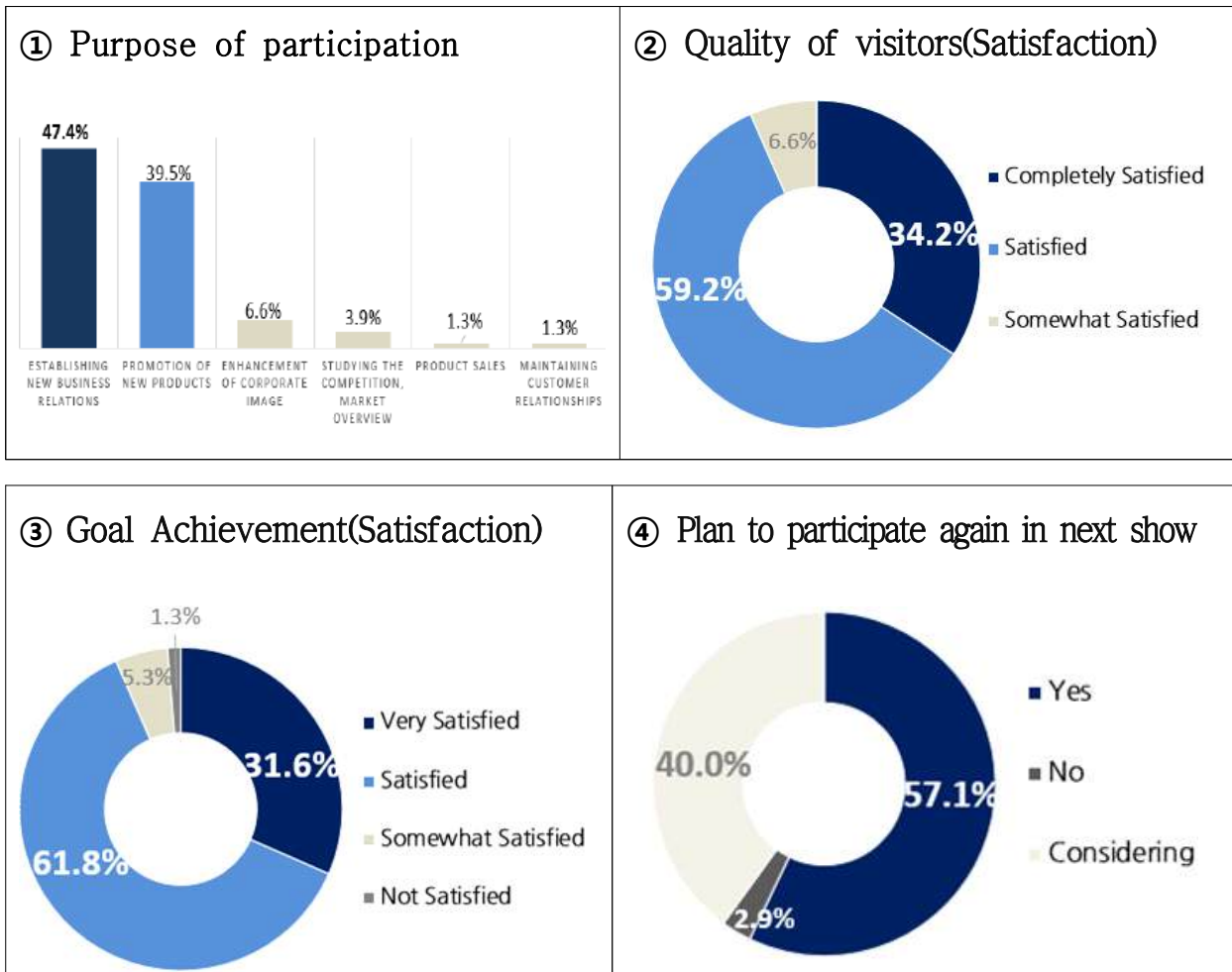
Classification	Number	Rate(%)
Purchase and source product	1,861	12.5%
Collect new products and technology	5,111	34.4%
Purchase product and technology	1,243	8.4%
Collect market information	2,786	18.7%
General Admission	2,093	14.1%
To find new partners	931	6.3%
Visit existing accounts	83	0.6%
To attend conference	400	2.7%
To decide to participate in the next show	37	0.2%
Others	314	2.1%
Total	14,859	100%



⑤ Visitor Numbers by Country

No.	Country	Number	Rate(%)	No.	Country	Number	Rate(%)
1	CHINA	64	18.0%	19	RUSSIA	5	1.4%
2	BANGLADESH	35	9.8%	20	MALAYSIA	5	1.4%
3	UNITED STATES	18	5.1%	21	UNITED KINGDOM	5	1.4%
4	JAPAN	16	4.5%	22	THAILAND	5	1.4%
5	UZBEKISTAN	15	4.2%	23	HONG KONG	5	1.4%
6	INDONESIA	15	4.2%	24	LAO PDR	4	1.1%
7	KYRGYZSTAN	15	4.2%	25	AZERBAIJAN	4	1.1%
8	VIETNAM	12	3.4%	26	FRANCE	4	1.1%
9	MONGOLIA	10	2.8%	27	GHANA	3	0.8%
10	BAHRAIN	10	2.8%	28	BELGIUM	3	0.8%
11	SINGAPORE	8	2.2%	29	TANZANIA	3	0.8%
12	INDIA	8	2.2%	30	PAKISTAN	3	0.8%
13	CANADA	8	2.2%	31	PHILIPPINES	3	0.8%
14	TAIWAN	7	2.0%	32	KAZAKHSTAN	2	0.6%
15	SPAIN	7	2.0%	33	KENYA	2	0.6%
16	NEPAL	6	1.7%	34	OTHERS	35	9.8%
17	CAMBODIA	6	1.7%	TOTAL		356	100%
18	GERMANY	5	1.4%				

□ Exhibitor Survey



3. On-site photos

