

Where the
Creative Things are!

Since 1969
KES 2016
10. 26 (Wed) ▶ 29 (Sat)
www.kes.org

2016 Korea Electronics Show!

COEX, Seoul

2016
10. 26 (Wed) ▶ 29 (Sat)

The Key
Exhibition in Korea's No. 1
Export Industry: the Electronics
and ICT Industry!

The Nation's Best and Oldest Brand Exhibition Since 1969!

It's the Korea Electronics Show!



In the distinguished exhibition zones, internationally competitive companies including Samsung, LG, Qualcomm, GoPro, and DJI offer a complete overview of the IT industry from its roots (components and materials) to its fruits (finished products).



Samsung



LG



DJI



Dassault Systemes



Qualcomm



GoPro



BodyFriend



3D Convergence



Broadcast Tech Korea



Home Appliances and Healthcare



An effective platform for business exchange dedicated to vitalizing trades between Korean companies targeting overseas markets and buyers interested in Korean products!

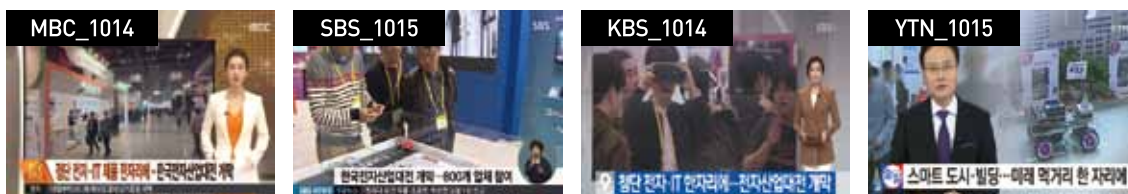




Attracting 3,224 influential buyers and government and association officers from 20 countries including the U.S., Japan, Russia, China, and India, the biggest international event in electronics offers opportunities to build international business networks!



Media exposure to major media companies at home and abroad including terrestrial broadcasters MBC, SBS, and KBS ensures maximized promotional effects.



Organized programs to support SMEs' global marketing through the Electronics and IT Day Top Contributor Awards and the KES Innovation Awards!



National Orders and Medals and the KES Innovation Awards

KOREA ELECTRONICS SHOW 2016

Outline

Name	The 47th Korea Electronics Show 2016 (KES2016)
Date	Oct. 26 (Wed) to 29 (Sat), 2016
Venue	coex
Scale	1,500 booths representing 500 companies (including 100 overseas)
Host	 MOTIE MINISTRY OF TRADE, INDUSTRY & ENERGY
Organizer	 KEA Korea Electronics Association
Overseas Partners	China, Taiwan, Japan, HongKong, Germany, USA, Russia, India, Vietnam

Exhibits

-  **Electronic Parts and Materials**
-  **Consumer** (IoT, Multimedia, Smart Home, Home Appliances, Hairdressing Devices)
-  **ICT** (Telecommunications Equipment, Mobile Devices, Big Data, Security Appliances)
-  **Software and Mobile Apps** (Solutions, Platforms, Games, Applications)
-  **3D Convergence and 3D Printing** (VR · AR, Holography, Content)
-  **IT Convergence** (Car, Medical, Sports, Smart Edu, Health and Beauty)

Concurrent Events

Buyer/Seller Biz Matching

Exhibitors are matched with buyers from large Korean distributors and foreign buyers from 20 countries, including the U.S., China, EU, and the Middle East

The 11th Electronics and IT Day Top Contributor Awards

Industrial Service Merit Awards, Presidential Citations, Prime Minister's Citations, etc.

The 5th KES Innovation Awards

The winners of the 5th KES Innovation Awards are chosen from the KES 2016 exhibits in three categories: New(N), Design(D), and Content(C)

Conference/Seminar/Academic Events

Expert seminars on global trends, strategic presentations on product development, IEEE-IEIE Symposium, etc.

Others

Networking Gala Show between exhibitors and buyers, etc.

REGISTRATION GUIDELINES



Application Deadline : July 29, 2016

Participation Fee

Category		Unit Price/Booth(9㎡)	Note
Space only (block booth)		US \$3,100	- Standard booth (basic) space and basic materials are provided - Standard booth (premium) space and woodworking tools are provided
Standard Booth	Basic	US \$3,800	
	Premium	US \$4,200	

※ The minimum number of premium booths is two or more.

Discount Program

① Paid KEA Members	KRW 200,000 off per booth
② Early Birds	10% discount by April 29, 2016 5% discount by June 30, 2016
③ VIPs	10% discount for participating in 2014, 2015 and 2016 5% discount for participating in 2015 and 2016

※ Discounts are applicable when paying the contract deposit by the due date. Multiple discount offers are applied in order.

Entry Fee Payment Terms

**Contract deposit: 50% of the total participation fee is due within 15 days
after online registration**

Balance : by Friday, Aug. 12

Bank	Account No.	Beneficiary	Swift Code
KookminBank	598668-08-100416	Korea Electronics Association(KEA)	CZNBKRSEXXX

※ For applications registered after July 29, 2016, applicants are required to pay the entire entry fee in a lump sum.

※ Entry fees must be submitted in your company name.

※ Participants are liable for remittance charges.

Inquires

KES Management Office/Exhibition and Marketing Team, KEA

[03924] Digital Innovation Center 11F, 11, World Cup buk-ro 54-gil, Mapo-gu, Seoul, Korea

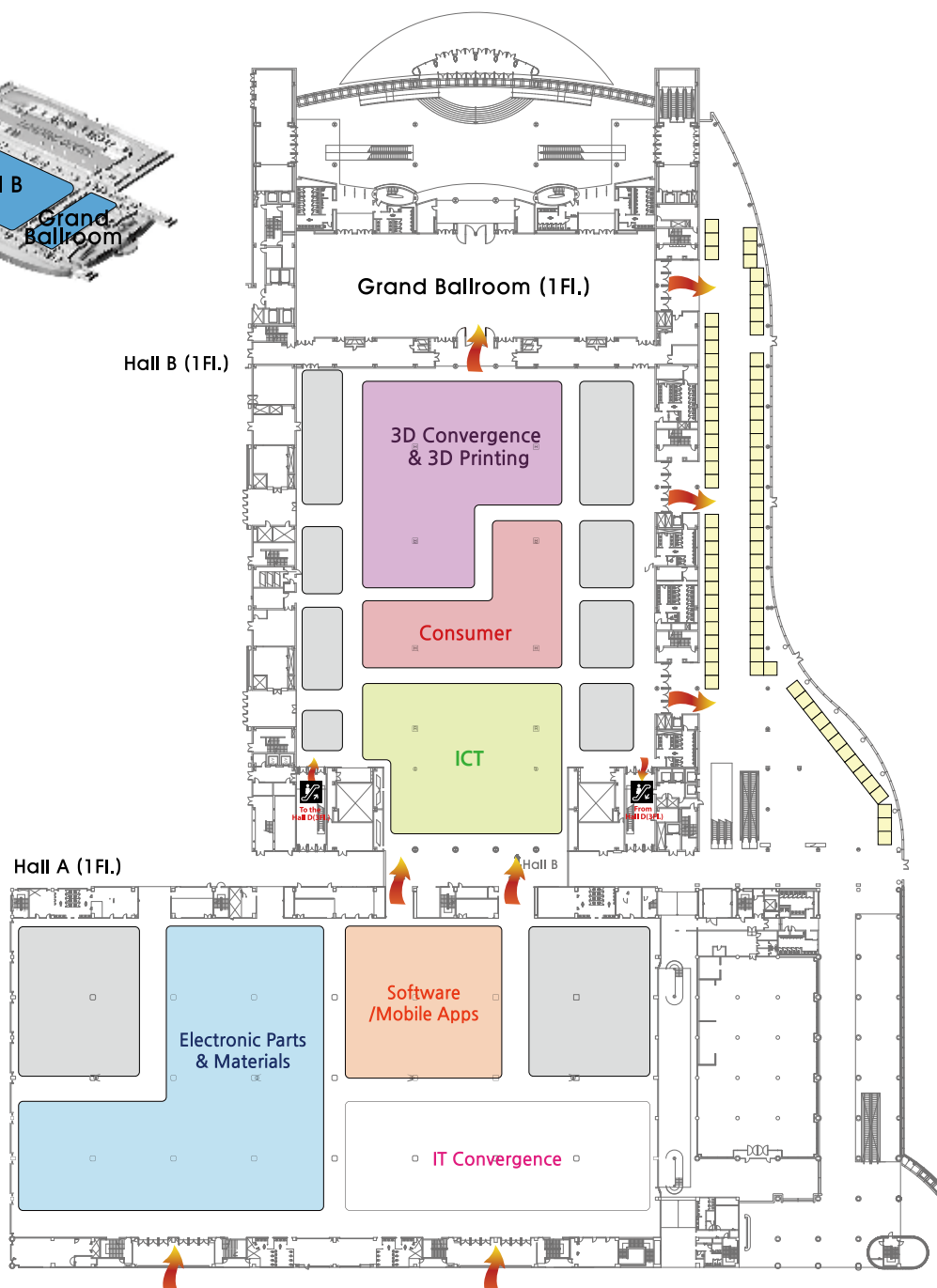
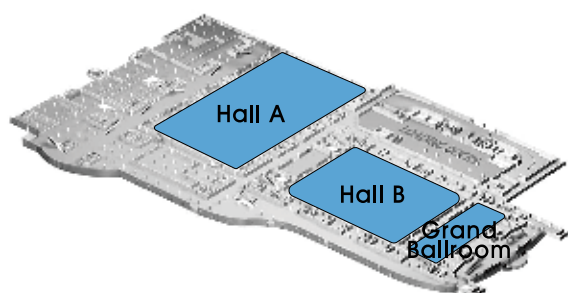
TEL 82-2-6388-6062~7

I FAX 82-2-6388-6069

I E-mail kes@kes.org

FLOOR PLAN

COEX 1F



Booth Info

Standard booth (Basic)



1 booth



2 booths



4 booths

Standard booth (Premium)



2 booths



4 booths-Blue



4 booths-Red

※ The above booth images are only examples; the design and installation details are subject to change.

REVIEW

KOREA ELECTRONICS SHOW 2015

Business Exhibition with 455 Exhibitors from Home and Abroad in 1,530 Booths

Date	10:00-17:00, Oct. 14 (Wed) to 17 (Sat), 2015
Venue	KINTEX 3-5 Hall and Outdoor Exhibition Venue
Theme	Where the Creative Things Are!
Scale	32,642m ²
Numbers	455 Exhibitors / 60,772 Visitors



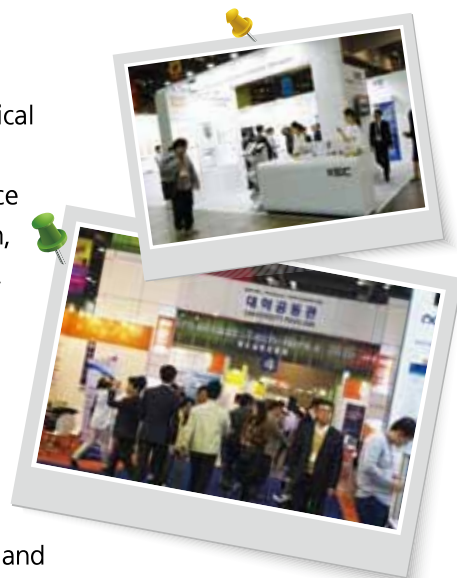
A Global Festival with a Range of Events!

- **Awards Ceremony for the 10th Electronics and IT Day Top Contributor Awards:** Orders of Industrial Service Merit [2 (Gold and Bronze Towers)], Medal of Industrial Service Merit (1), Presidential Citations (5), Prime Minister's Citations (5), and Ministerial Citations (27)
- **The 4th KES Innovation:** Awards Awarded to 20 products, 18 companies
※ New (13), Design (5), Content (2)
- **Biz meetings:** Export meetings with 100 buyers from 21 countries including the U.S., France, China, Middle East, Vietnam, India, Japan, and Korea
- **Seminars:** 30 sessions including the 3D Printing Seminar for New Business Strategy Development, the IMID Display Business Forum, and the Semiconductor Power Company Job Fair



An Industrial Trend-setter with Many Opinion Leaders at Home and Abroad!

- **Government:** Vice Minister of MOTIE, Lieutenant Governor for Political Affairs of Chungcheongnamdo Province, and many more
- **Business:** CEO of SK Hynix, President of Samsung Electronics, Vice President of LG Electronics, Vice President of Asian Region of Qualcomm, President of Winix, Vice President of Dongbu Daewoo Electronics, President of Inter-M, and many more.
- **Organizations and Research Institutes:** Chairman of Korea Electronics Association (KEA), President of Korea Institute of Industrial Technology (KITECH), Chairman of 3D Fusion Industry Association (3DFIA), Chairman of Korea Electronic Industries Cooperative (KEIC), CEO of Chungnam Techno Park, President of IEEE-SA, and many more
- **Others:** CEO of Electronic Times, Kenya's Tana River County Governor, and many more.



Where the
Creative Things are!

Since 1969
KES 2016
10. 26 (Wed) ▶ 29 (Sat)
www.kes.org

Korea Electronics Show

10. 26 (Wed) ▶ 29 (Sat), **coex**



Inquiries: Korea Electronics Association (Tel: 82-2-6388-6062~7, email: kes@kes.org)