



WIS
WORLD  SHOW
2022

20 (Wed) | **21** (Thu) | **22** (Fri)

April, 2022 **coex**

Innovation for Tomorrow

World IT Show 2022, an **One-stop Platform** for Digital Transformation!

As we are going through the post COVID-19 era, our lifestyle faces a further acceleration of digital transformation. For institutions and companies, digital transformation that considers consumer needs and experience deeply is no longer an option but a must.

World IT Show 2022 is the best business platform in Korea to showcase the digital transformation technologies for value proposition, profit generation and convenience maximization.

Why exhibit?

Don't miss the business opportunity to succeed at **WORLD IT SHOW 2022** which is the largest ICT exhibition in Korea with the participation of about 400 companies and about 100,000 visitors!



01

Support for inviting overseas buyers and investors and opportunities for matching program.



02

100 media reports and special articles on Exhibitors.



03

PR opportunities by giving award to excellent companies and media coverage.



04

Free seminar for Exhibitors, special PR and marketing activities before and after the event.

WORLD IT SHOW 2022

Overview

- > **Show Title.** World IT Show 2022 (WIS 2022)
- > **Dates.** April 20(Wed) - 22(Fri), 2022
- > **Venue.** COEX, SEOUL, KOREA
- > **Slogan.** Innovation for Tomorrow
- > **Hosted by.** Ministry of Science and ICT
- > **Organized by.** Korea International Trade Association, The Korea Economic Daily, The Electronic Times, COEX, K.Fairs, Korea Association for ICT Promotion
- > **Website.** www.worlditshow.co.kr

Exhibits

UNTACT TECHNOLOGY



Online/e-learning Platforms,
Smart work solution,
Untact Payment System,
Kiosk, Contactless sensor, etc.

AI, IOT & ICT CONVERGENCE SERVICES



5G, AI, IoT, Big Data, Cloud computing, Self-driving cars, Digital Healthcare, Smart Logistics, Smart Home, Smart City, etc.

DIGITAL TWIN & METAVERSE



Digital Twin Technology, Metaverse Technology, VR, AR, XR, etc.

SMART DEVICE



Mobile Accessories, Wearable Devices, Beauty/Healthcare Devices, Smart Mobility, Computer Peripherals, Drones, Robots, Sensors, Smart Appliances, etc.

CYBER SECURITY & BLOCKCHAIN



Identity and Access Management System, Mobile App Security, IoT Security, Cloud Security, Security Monitoring and Control System, Blockchain, NFT, Fintech, etc.

Post Show Report

No. of Exhibitors



311 Exhibitors
from **3** Countries

No. of Booths



909 booths

No. of Visitors



32,406
visitors

Major Press Report



Video 10, Paper 95, Web 925, etc.

Over **80** major media and
1,030 press reports

Online Business Meetings

Meetings



139

Estimated
Contract
Amount



\$ 26,055,470

Buyer
& VC



46 companies
from **10** Countries

HIGHLIGHTS

※ The event schedule is subject to change.

01. Global ICT Trend Insight Conference

- Global ICT and technology trends including Metaverse
- Application and development direction of major ICT technologies to life in the future, etc.

Conference Topics in 2021(A Hybrid conference)

- The Future of Mobility, in a time of disruption
- Accelerating Data Infrastructure in the Cloud and Intelligence IoE Era
- 2021 Opening the Rise of the Data Economy
- Current Status and Prospect of 5G Commercialization



02. Business Meetings with Global ICT Sourcing Partners

- 1:1 Business meetings at the exhibition through pre-matching program with global ICT sourcing partners

Outcome of Online Business Meeting in 2021

- Scale : About 40 overseas buyers and 100 Korean companies
- Non-face-to-face walk in video consultation with overseas buyers using a robot and on-site matching



03. Seminar on ICT Marketing Trend

- Introduction of ICT market trend and marketing strategies
- Participants: 100 executives and employees of Korean ICT exporting companies

Seminar Topics in 2021

- Review of global ICT, mobile, digital exhibitions in the COVID era.
- Marketing strategies for ICT products in the COVID era by winner of CES Innovation Awards 2021
- Case studies on major legal disputes in the global ICT markets and counter strategies



04. WIS New Product & Technology Presentations (Open Session)

- Separate opportunity to introduce innovative products and technologies of SMEs to promote marketing effects of exhibitors and identify domestic and overseas buyers
- Opportunity to make a presentation only for WIS's exhibitors(for free)



05. WIS Innovation Awards

- 'WIS Innovation Awards of the Year' to the most promising IT products and outstanding technologies among products of exhibitors.
- 'WIS Innovation Awards' to 10 SMEs and startups (Ministerial Awards, Top Awards, Best Awards, etc.)
- PR support such as awards and press release for selected companies



06. 2022 Korea ImpaCT-ech Awards

- Most prestigious awards in the field of multimedia technology in Korea (Presidential Awards, Ministerial Awards by Ministry of Science and ICT, etc.)
- Benefits for awardees: Publish articles on the Korea Economic Daily, opportunity to attract investment (accelerator and venture capital)



HOW TO APPLY

Step 1

Fill out and sign application form.

Early-bird Discount
by Dec. 24, 2021

>

Step 2

Submit the completed the application form via e-mail.

Application Deadline
by Mar. 11, 2022

>

Step 3

Send a wire transfer of 50% the deposit.

Due in 7 days
from Invoice date

>

Step 4

Send a wire transfer of the remaining balance and your utility fees.

Due date
by March 11, 2022

Booth Price

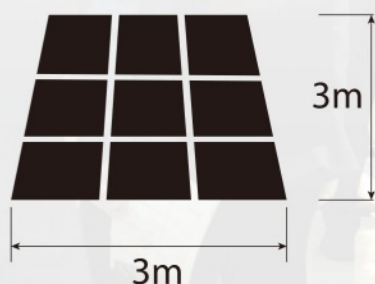
※ 1booth(9sqm) = 3m x 3m

Booth Type	Early Application (By Dec. 24, 2021)	General Application (By Mar. 11, 2022)	Remarks
Raw Space (Space only)	USD 3,330	USD 3,700	Available from 18 sq.m. and above
Shell Scheme Booth	USD 3,830	USD 4,200	Exhibit space + Basic booth construction

※ Additional USD 300 per booth for returning exhibitors(discount is not applicable to booth construction costs)

Booth Information

Raw Space



- Only raw space will be provided.
- Exhibitors will construct their own booth through a stand contractor registered at COEX.

Shell Scheme Booth



- Includes Exhibit space, Walls, Carpet, Fascia boards, Spotlights, 1 Information desk, 1 Folding chair, 1 Socket

※ The booth design is subject to change.



International Companies

K. Fairs

TEL +82. 70. 4286. 7284
FAX +82. 2. 881. 5444
EMAIL hjkim@kfairs.com

COEX

TEL +82. 2. 6000. 1065
FAX +82. 2. 6944. 8304
EMAIL worlditshow@coex.co.kr

Korean Companies

The Korea Economic Daily

TEL +82. 2. 360. 4517
FAX +82. 2. 360. 4503
EMAIL kwj@hankyung.com

The Electronic Times

TEL +82. 2. 2168. 9335
FAX +82. 2. 2632. 1785
EMAIL shawn@etnews.com

K. Fairs

TEL +82. 70. 4286. 7284
FAX +82. 2. 881. 5444
EMAIL hjkim@kfairs.com

COEX

TEL +82. 2. 6000. 1065
FAX +82. 2. 6944. 8304
EMAIL worlditshow@coex.co.kr

Buyers and Business Meetings

KITA (Korea International Trade Association)

TEL +82. 2. 6000. 5278
FAX +82. 2. 6000. 5199
EMAIL danielkr@kita.net

The Secretariat

KAIT (Korea Association for ICT Promotion)

TEL +82. 2. 580. 0544
FAX +82. 2. 580. 0518
EMAIL wis@kait.or.kr

INTERNATIONAL OFFICE E.J. Krause & Associate.Inc. Gudrun Tegge

TEL +49(0)211-61073-02
EMAIL tegge@ejkgermany.de

