

WORLD ^{IT} SHOW 2026

April. 22-24 | COEX, Seoul, Korea

BEYOND TECH, CONNECTING OPPORTUNITIES

In a world reshaped by AI and hyper-connectivity, change is no longer something we anticipate — it happens in real time.

Physical AI, Generative AI, ultra-connected networks, edge computing, and low-power, high-performance hardware are constantly reshaping daily life and fueling the growth of a sustainable digital ecosystem.

Digital humans and AI agents are now capable of understanding emotion and reimagining user experiences, while smart mobility is redefining the structure of our cities.

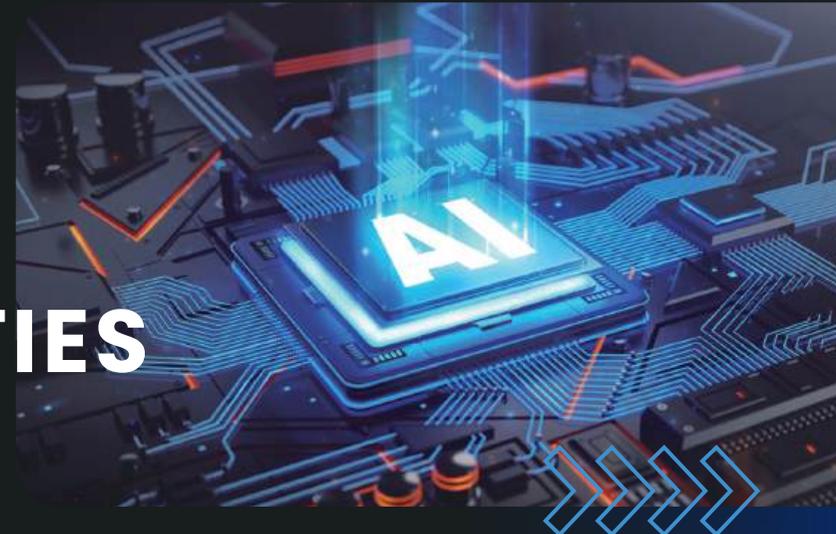
AI has moved beyond the screen. From factory robots in manufacturing to home robots assisting daily life, physical AI supports human labor and extends physical limits.

Businesses are shifting from data-driven to insight-driven strategies — with success now depending on how accurately they can interpret and respond to user context.

What matters today is clear:
more human-centered AI, smarter connections, and more sustainable systems.

Discover your next breakthrough at WORLD IT SHOW 2026

— 「Beyond Thought to Action: AI Moves Reality」, the platform that enables transformation beyond technology.



REVIEW WIS 2025

Leads the Next AI-Driven Ecosystem.

WIS 2025 brought together 450 companies from 17 countries, including Samsung, LG, SKT, and KT, presenting breakthrough innovations in AI, autonomous driving, smart homes, the metaverse, and robotics.

With the theme "AX Era: The Rise of Everyday AI," it positioned itself as a powerful business hub through conferences, tech showcases, and global networking.

In 2026, WIS evolves into a customized business platform—deepening AI–industry convergence and expanding the ecosystem that connects startups, enterprises, and investors.



No. of Visitors

47,539 Visitors from **57** countries



No. of Exhibitors

450 exhibitors from **17** countries,
1,300 booths



Business Meetings with Buyers

45 buyers from **12** countries
679 meetings (about **\$230** million)



Business Connecting (Mingling Zone)

203 matches:
50 buyers & investors × **52** exhibitors



WIS Innovation Awards

Awards in **17** categories



Major Press Report

Over **14** major media
and **844** press release

WORLD IT SHOW 2026

OVERVIEW

Date	April 22–24, 2026
Venue	COEX, Seoul, Korea
Host	Ministry of Science and ICT
Organizer	KITA, Korea Economic Daily, Electronic Times, COEX, K. Fairs, KAIT IITP, ITRC, NIPA
Support	Ministry of Trade, Industry and Resources
Scale	500+exhibitors / 70,000+visitors (expected)
Theme	Beyond Thought to Action: AI Moves Reality
Programs	WIS Global ICT Insight Conference WIS Global ICT Buyer Export Consultation Business Connecting (Mingling Zone) WIS New Products & Technologies Presentation WIS Innovation Award AI-ICT Insight Forum

What's in WIS 2026?



AI & Digital Intelligence

Generative AI, Multimodal AI, On-device AI, AI UX, Agent Platforms, AI Assistants, Digital Humans, Industry-specific AI Applications, Intelligent IoT, Quantum Computing, Quantum AI, etc.



Robotics & Intelligent Mobility

Industrial, Logistics, and Service Robots, Collaborative Robots, Autonomous Driving, Electric Vehicles, Smart Mobility, UAM, Robot Control Systems & Operational Software, etc.



Immersive Spatial Tech

Digital Twin Platforms, VR/AR/XR-based Simulations and Content, Spatial Computing, Immersive Interfaces, Entertech, etc.



Smart Life & Data Technologies

Smart Home/Office/Work Solutions, Smart Appliances, IoT Devices, Digital Healthcare, Wearables, Data Analytics & Storage, Blockchain Platforms (Web3, NFT, DID, Smart Contracts), Data Security, Privacy Protection, AI Security, etc.

WHY WORLD IT SHOW 2026?

**Beyond Exhibition
Your Gateway to Korea and Global Markets.**

➤ Experience: Witness the Future of Tangible AI

Physical AI in Action: Hands-on exhibits featuring robots and innovative hardware that bring AI into the physical world.

Ultimate AI Ecosystem: A massive showcase of world-changing tech, including Generative AI, Multimodal systems, and On-device AI.

National Strategic Insights: Gain a clear roadmap for Korea's AI transformation from top leaders in Government, Industry, and Academia.

➤ Networking: A Catalyst for Business Growth

Public-Private Investment Matching: Direct connection to promising startups and government-backed venture capital funds.

Strategic Networking 'Mingling Zone': A dedicated business platform where tech giants, startups, and investors discuss partnerships and strategic investments.

Global Market Access: 1:1 business meeting with over 50 buyers from 15 countries.

➤ Opportunity: The Premier Stage for Tech Innovation

New Product & Tech Showcase: Captivate the market and secure investment opportunities by showcase of your latest innovations.

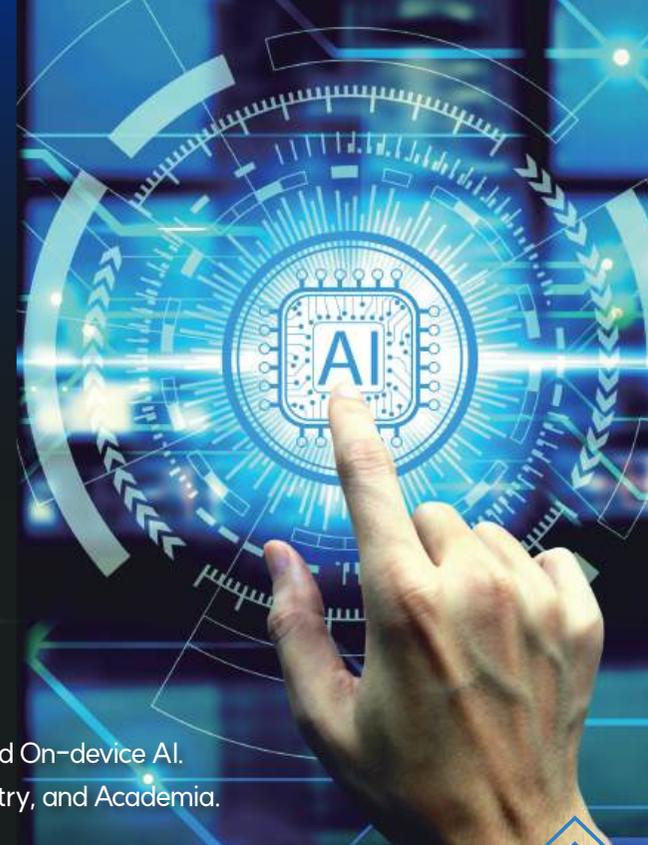
Powerful Media Exposure: Maximize your brand value with over 1,000 media hits across online and offline channels.

Prestigious Awards: Gain official recognition through the WIS Innovation Awards and Korea ImpaCT-ech Awards, including benefits for future participation.

➤ Global HUB: Your Strategic Global Gateway to Asia and Beyond

Showcasing K-AI's Cutting-edge Tech: Highlighting the innovations that captivated audiences at CES and MWC, reinforcing our national tech pride.

Global Business Hub: Bridging global markets by creating a strategic epicenter for international enterprise.



INSIGHTS
CHANGE
NETWORK

Where Innovation Meets Insight, and Connections Spark Opportunity



WIS Global ICT Insight Conference

Date : April 22, 2026

Venue : Main Stage, COEX Hall C

In the era of AI-Native, the conference will provide key insights into AI connectivity and the redefinition of future industries.



Business Connecting – Mingling Zone

Date : April 22-23, 2026

Venue : Mingling Zone, COEX Hall B

Pre-matched meetings are at the heart of the Mingling Zone, creating a dynamic space where technology and people come together for impactful business engagement.



WIS 2026 New Products & Technologies Presentation

Date : April 23, 2026

Venue : Main Stage, COEX Hall C

A highlight of WIS, the showcase allows companies to present their latest innovations to buyers, investors, and media. Top 3 companies will be awarded and receive media exposure.

Participation Guide

Application Process

Complete the application form.



Submit the form via email.



Pay 50% deposit within 7 days of invoice.



Pay remaining balance and utility fees

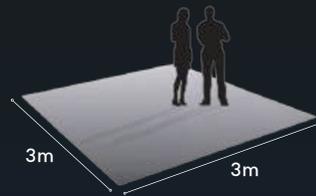
Booth Types

Category

Raw Space

Shell Scheme Booth

Premium Booth



Fee

USD 3,700/Booth

USD 4,200/Booth

USD 5,200/Booth

Remarks

Booth construction must be carried out by a stand contractor registered with COEX.

Includes Exhibit space, Walls, Carpet, Fascia boards, 3 Spotlights, 1 Information desk, 1Folding chair, 1 Socket

Includes upgraded booth construction by WIS's official stand contractor.



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