

『 World IT Show 2022 』 Show Report

Innovation for Tomorrow

1. Overview

- **Show Title:** WORLD IT SHOW 2022 (WIS 2022)
- **Date:** April 20 - 22, 2022 (3 days)
- **Venue:** Hall A, C, Coex, Seoul
- **Slogan:** Innovation for tomorrow
- **Host:** Ministry of Science and ICT
- **Organizers:** Korea International Trade Association(KITA), The Korea Economic Daily, The Electronic Times, COEX, K.FAIRS, Korea Association for ICT Promotion(KAIT), IITP, ITRC
- **Supporter:** Ministry of Trade, Industry and Energy(MOTIE), NIPA
- **Concurrent Events:** ITRC Human Resource Development Festival 2022, ICT Tech Commercialization Festival 2022
- **Events**
 - 1) Global ICT Trend Insight Conference 2022
 - 2) WIS 2022 Business Meetings
 - 3) WIS 2022 New Product & Technology Presentation
 - 4) WIS 2022 Innovation Awards
 - 5) Korea ImpaCT-ech Awards 2022

2. Number of Exhibitors

Number of Exhibitors	Number of Booths	Gross Exhibition Space
358 Exhibitors from 7 Countries	1,200 Booths	21,436 sq.m.

3. Number of Visitors

April 20(Wed)	April 21(Thu)	April 22(Fri)	Total
14,017	19,629	21,804	55,450

4. Global ICT Trend Insight Conference 2022

- **Date:** Apr. 20(Wed) ~ 21(Thu), 2022 / 11:00~17:00(21th closing at 16:00)
- **Venue:** Main Stage in Hall A, COEX and Online(Hybrid)
- **Participants:** 3,995 Domestic IT industry participants, leaders
 * Online(3,095), Onsite(900)
- **Host/Organizer:** Ministry of Science and ICT / WIS Organizing committee
- **Main Subject:** Development direction for next-generation ICT major technology and digital society

5. WIS 2022 Business Meetings

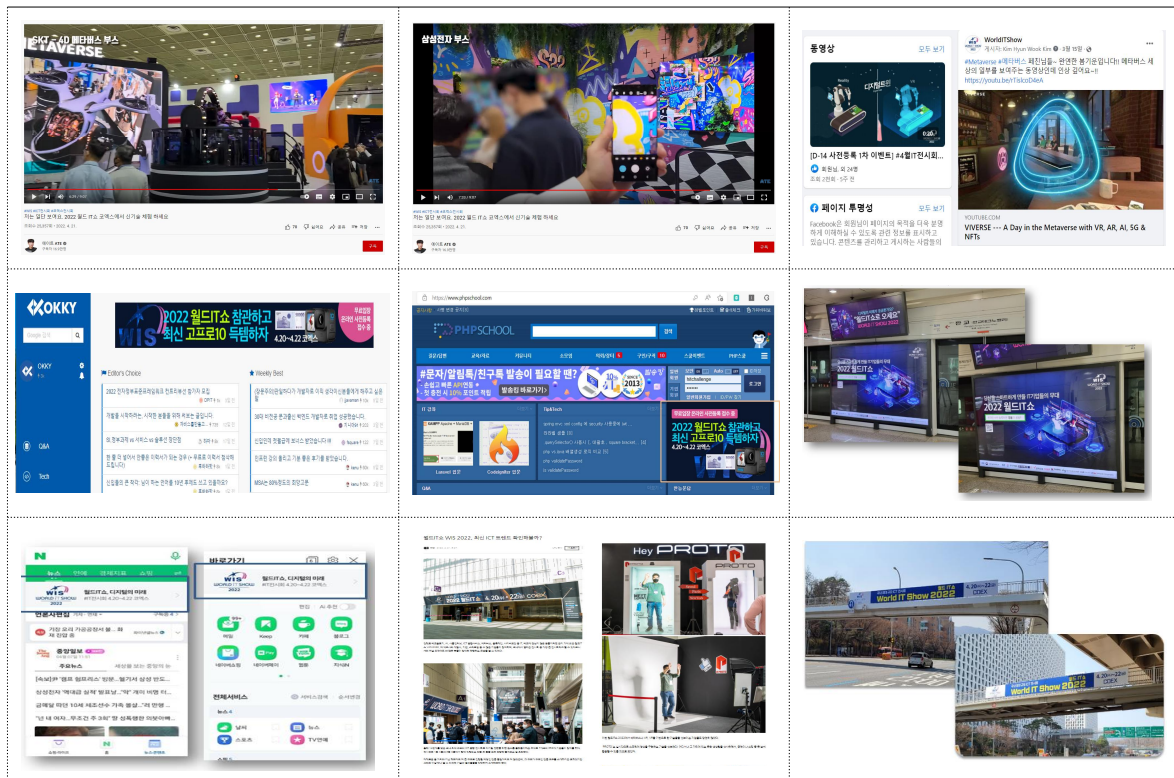
- **Date:** Apr. 20(Wed) ~ 21(Thu), 2022
- **Venue:** 10 Business Meeting booths in Hall A, Coex
- **Organizer:** Korea International Trade Association(KITA)
- **Participants:** 48 Buyers from 10 Countries with 83 Korean Companies.
 * Buyers: CHINA(17), INDONESIA(10), JAPAN(8), VIETNAM(6), LITHUANIA(2),
 U.S.A(1), INDIA(1), Myanmar(1), Philippines(1), Belgium(1)
- **Estimated Contract Amount:** US\$ 6,706,804 from 151 Meetings.

6. WIS 2022 New Product & Technology Presentation(Open Session)

- **Date:** Apr. 22(Fri), 2022 / 11:20~15:40
- **Venue:** Main Stage in Hall A, COEX
- **Subject:** Presentation of the latest IT technologies and new products from 10 exhibitors.

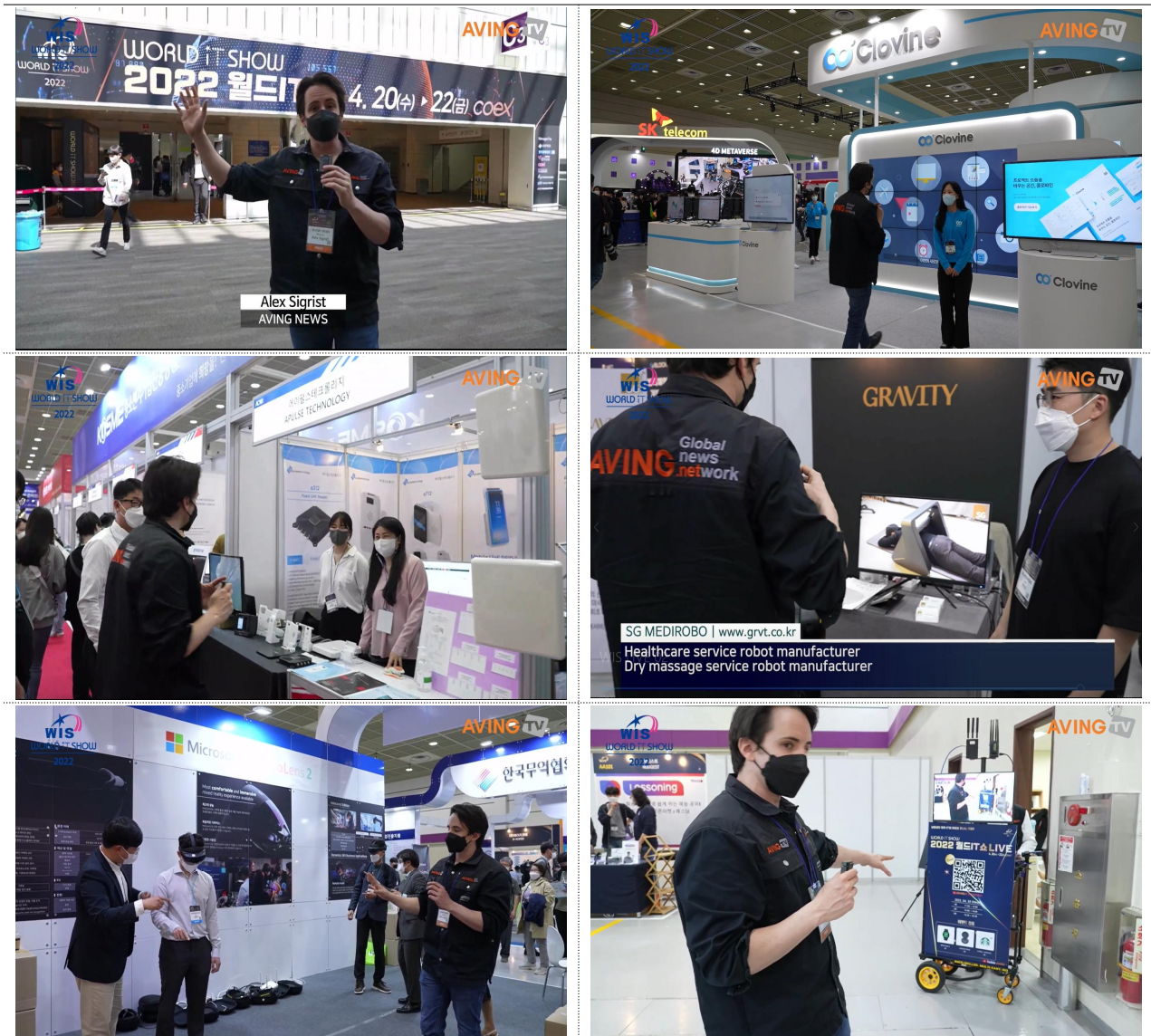
7. Press Reports

- Over 100 major media and 1,257 press reports.
 - KBS, SBS, YTN, ArirangTV, Dong-A Ilbo, Kyunghyang daily news, Yonhap News, The Munhwa Ilbo, The Chosun Ilbo, The Hankook Ilbo, etc.
- Digital Marketing
 - Cover onsite and promotion by ICT professional YouTubers and Online blogger reporters.
 - Postings show event and exhibitors' articles though Online channels(Facebook, Naver etc.), Giveaway events
 - Online Advertisements on YouTube, Google, Facebook etc.(Total 2,796,000 reached 17,010 clicked)
 - Software Developer Community(50,000 members) Web Advertising, etc.
- Outdoor advertising
 - Advertisements on Subway Station where about 78,000 SW/IT workers commute to work / Overpass banners, etc.



8. WIS 2022 ONLINE LIVE STREAMING(Youtube Live)

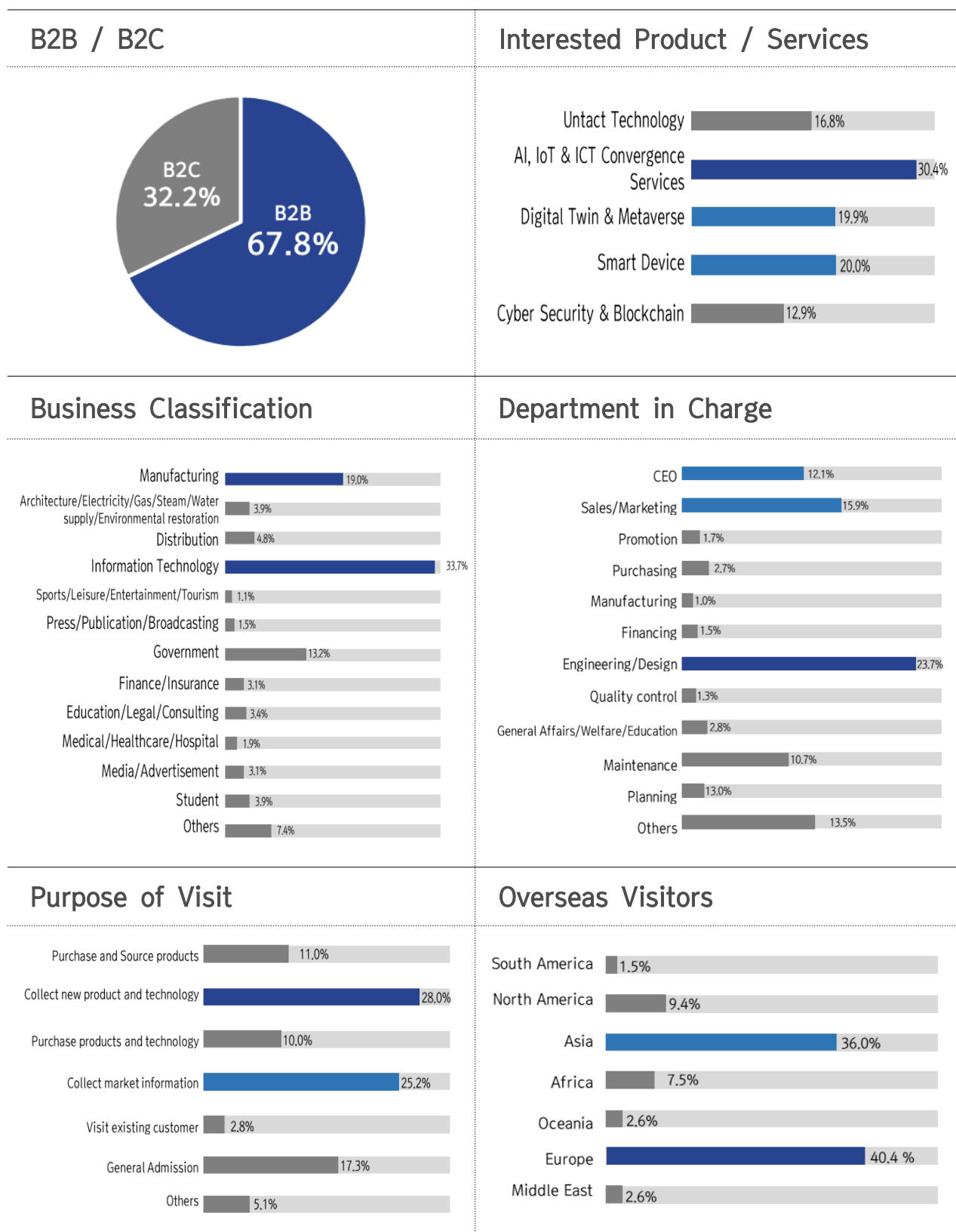
- 50 major products of World IT Show 2022 were streamed live in Korean and English through interviews with a professional broadcaster. This edited videos can be viewed on WIS's Channel of YouTube and exhibitors can use them as non-face-to-face marketing after the show.



9. Channel of WIS 2022

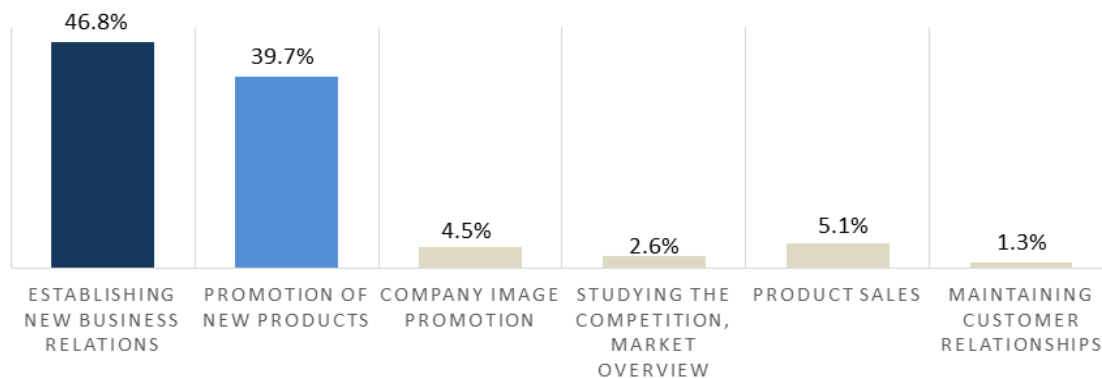
- Official Website: www.worlditshow.co.kr
- Facebook: www.facebook.com/worlditshow1
- Blog: blog.naver.com/worlditshow
- YouTube: www.youtube.com/channel/UCh_Zq8hYgYmru58xtfsyjjw

10. VISITOR SURVEY

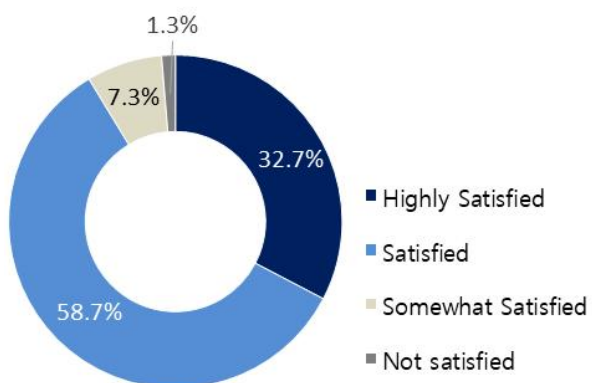


11. EXHIBITOR SURVEY

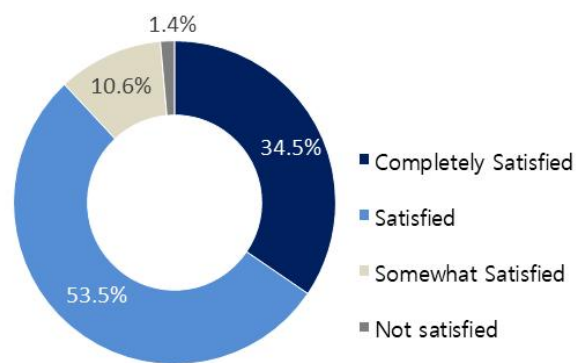
Purpose of participation



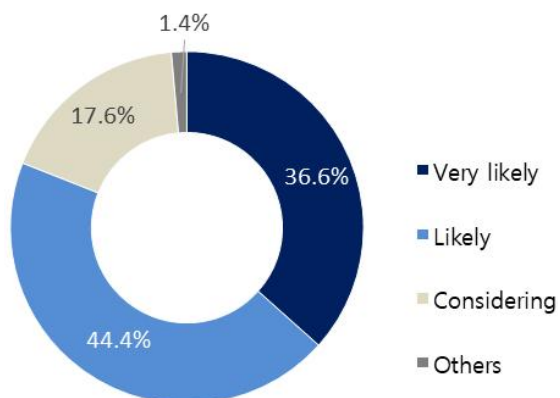
Quality of visitors(Satisfaction)



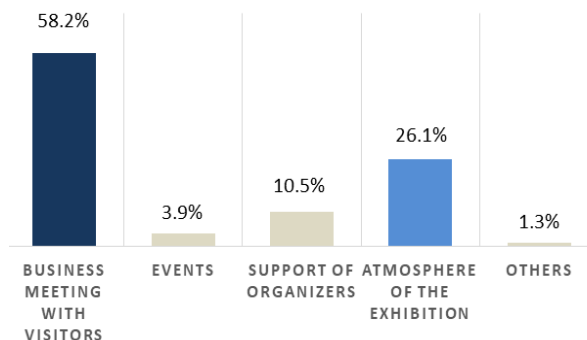
Goal Achievement(Satisfaction)



Plan to participate the show again



The best part of WIS 2022



12. Photos



