

KOREA EXHIBITION INDUSTRY



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About KOREA



Source : www.intestkorea.org

OECD member

World's 11th largest economy (GDP by IMF, 2017)

Exports - 6th(2017) / Total Trade - 9th(2017)

General overview

Country	Republic of Korea (ROK)
Capital	Seoul
Size	100,460 km ²
Population	51,806,977 (as of July 2018, source: MOIS)
Language	Korean
Religions	Buddhists (24%), Protestants (23%), Catholics (8%), others (0.8%), none (44.2%)
Economic Scope	World's 11th largest economy (by GDP as of 2017, source: IMF), an OECD member
Currency	KRW
Leading Industries	ICT, electronics, semiconductor, automobile, shipbuilding, steel, petrochemical, etc.

Economic indicators

Classification		2013	2014	2015	2016	2017
GDP (USD Bn.)		1,306	1,411	1,382	1,415	1,530
Per capita GDP (USD)		25,886	27,805	27,097	27,607	29,744
Economic growth rate (%)		2.9	3.3	2.8	2.9	3.1
Consumer price index (%)		1.3	1.3	0.7	1.0	1.9
Employment rate (%)		64.6	65.6	65.9	66.1	66.6
Trade volume (USD Mil.)		1,075,218	1,098,180	963,256	901,619	1,052,172
Exports (USD Mil.)	Amount	559,632	572,665	526,757	495,426	573,694
	Growth rate (%)	2.1	2.3	-8.0	-5.9	15.8
Imports (USD Mil.)	Amount	515,586	525,515	436,499	406,193	478,478
	Growth rate (%)	-0.8	1.9	-16.9	-6.9	17.8
Trade balance (USD Mil.)		44,046	47,150	90,258	89,233	95,216

Strategic location

At the heart of Northeast Asia, one of the world's top three economic regions with a population of 1.6 billion, and about 25% of the global GDP, 61 cities and 498 million consumers within a distance of 2,000 km

Major cities within 3,000 km of Incheon International Airport

A 3-hour flight distance from 147 cities with a population of more than 1 million, located between China and Japan, the world's second and third-largest economies, respectively

- **Incheon International Airport**

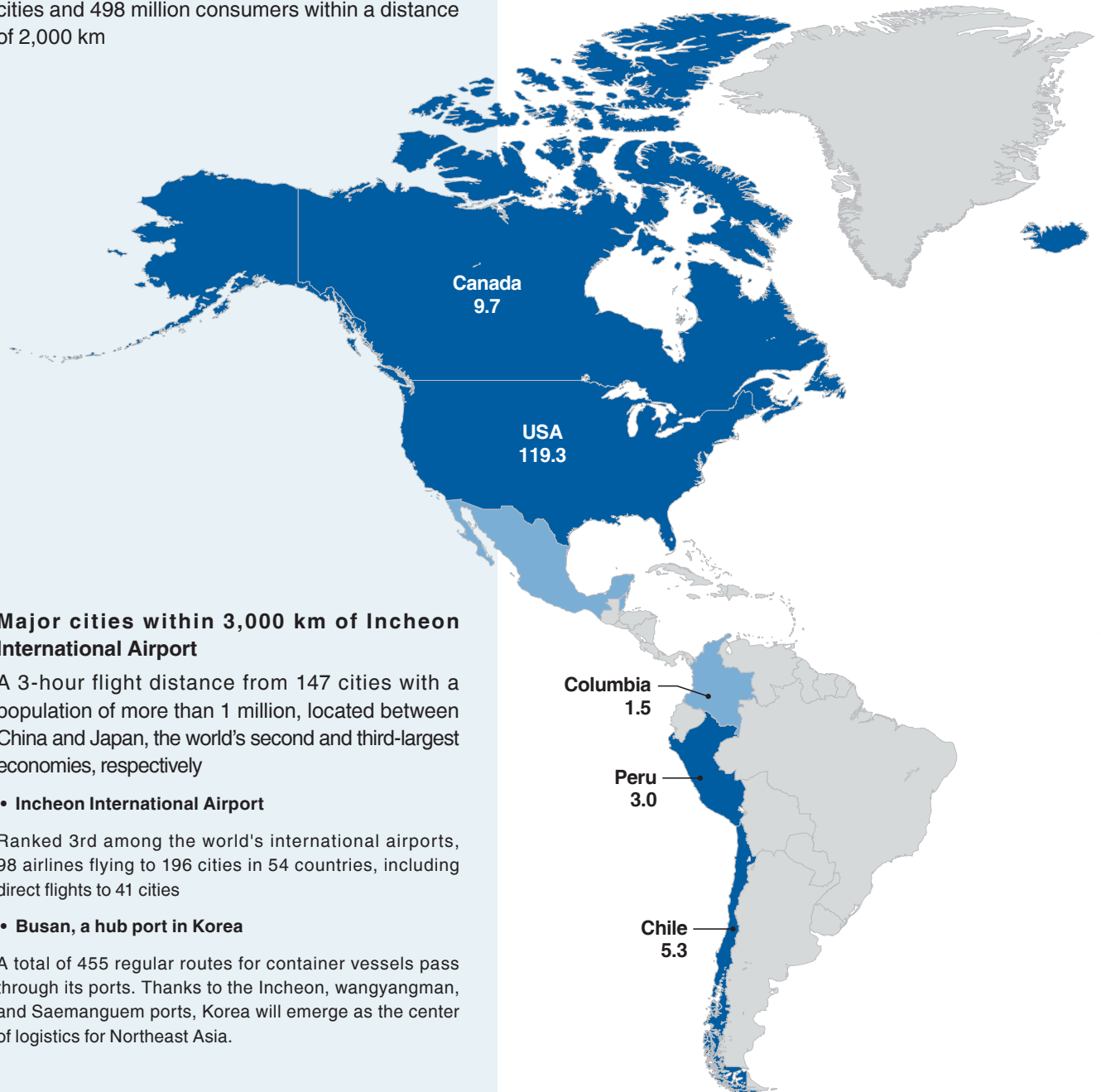
Ranked 3rd among the world's international airports, 98 airlines flying to 196 cities in 54 countries, including direct flights to 41 cities

- **Busan, a hub port in Korea**

A total of 455 regular routes for container vessels pass through its ports. Thanks to the Incheon, wangyangman, and Saemanguem ports, Korea will emerge as the center of logistics for Northeast Asia.

Korea to Eurasia, reducing 7,000 km

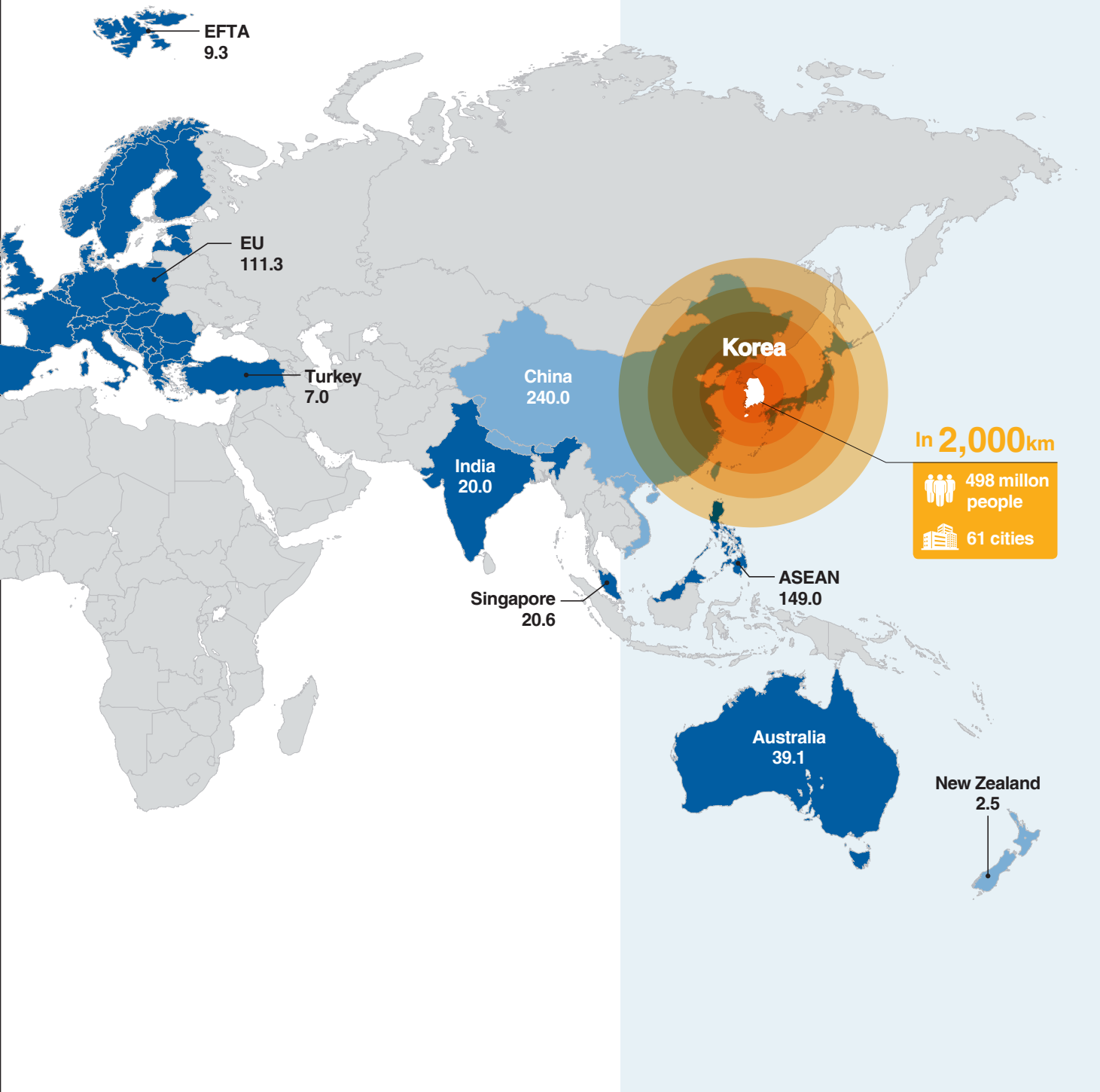
The polar route is expected to reduce the travel distance by 7,000 km, shipping time by more than 10 days, and shipping rates by more than 15%.



Network

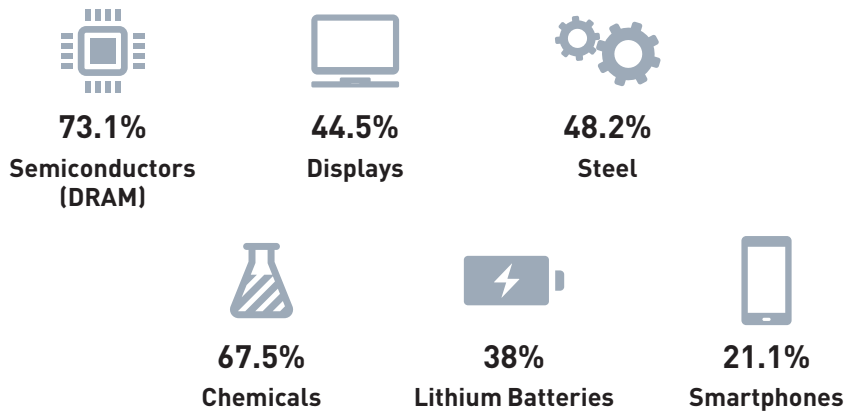
Trade volume as of 2017, USD tril.

FTA network with 52 partner countries forming the third largest market in the world



Industry

No. 1 Market Share in the world



Promising industry

Beauty

Korea's cosmetics market ranks 9th in size globally with a growth rate of 43.2% per year since 2012 alongside the influence of K-beauty & Korean Culture.

Cultural contents

Globally competitive digital content such as computer games has shown high export growth at an average rate of 6.9% per year since 2012.

Fashion

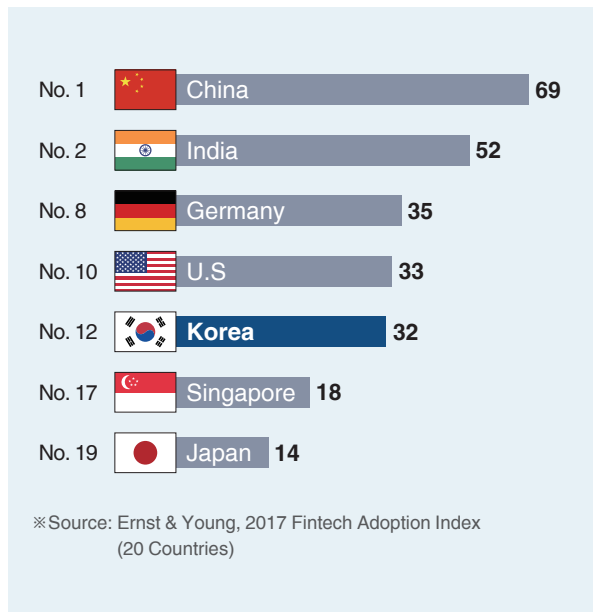
Korean fashion is now a global trend leader due to the growing influence of Korean Pop Culture.

F&B

Korea's food industry production has grown at a speed of 7.1% per year since 2005.

Fintech

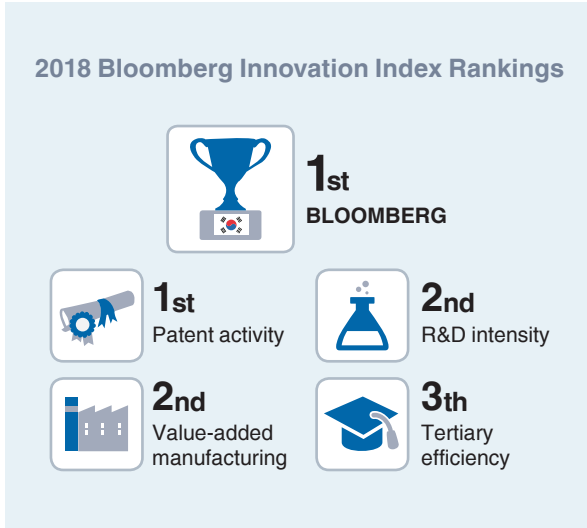
Average Fintech Usage Rate (%) in Major Countries



Feature

Innovation

No. 1 in Bloomberg Global Innovation Index 2018 for five years in a row



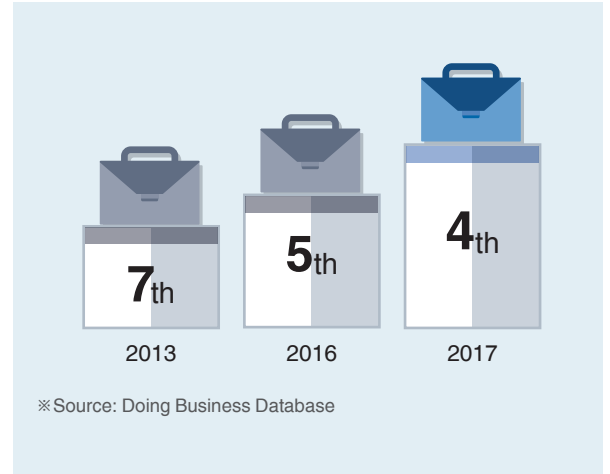
ICT Development Index

No. 2 in ITU ICT Development Index in 2017, No.1 in 2010, 2015, 2016



Business-friendly investment environment

4th easiest place in the world to do business

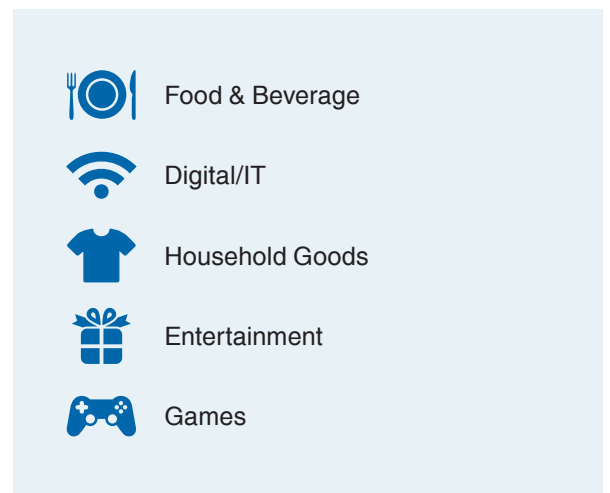


Foreign Direct Investment (FDI) in Korea

USD 22.94 Bn. in 2017, around 16,000 foreign companies in Korea, 223 Fortune companies out of 500

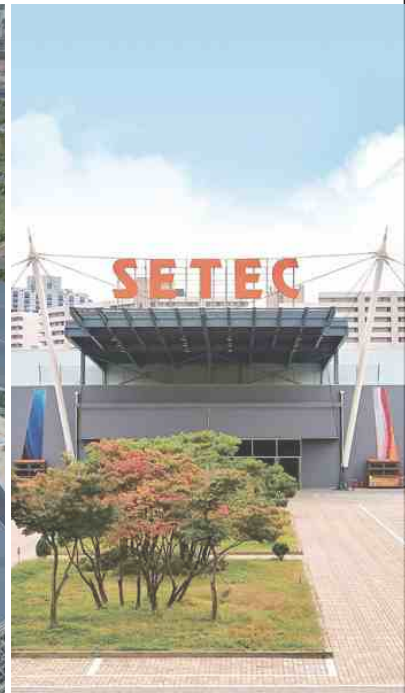
Test-bed Market

Global Companies have chosen Korea as a test-bed market as the major products used by Korean consumers have a high market share in global markets.

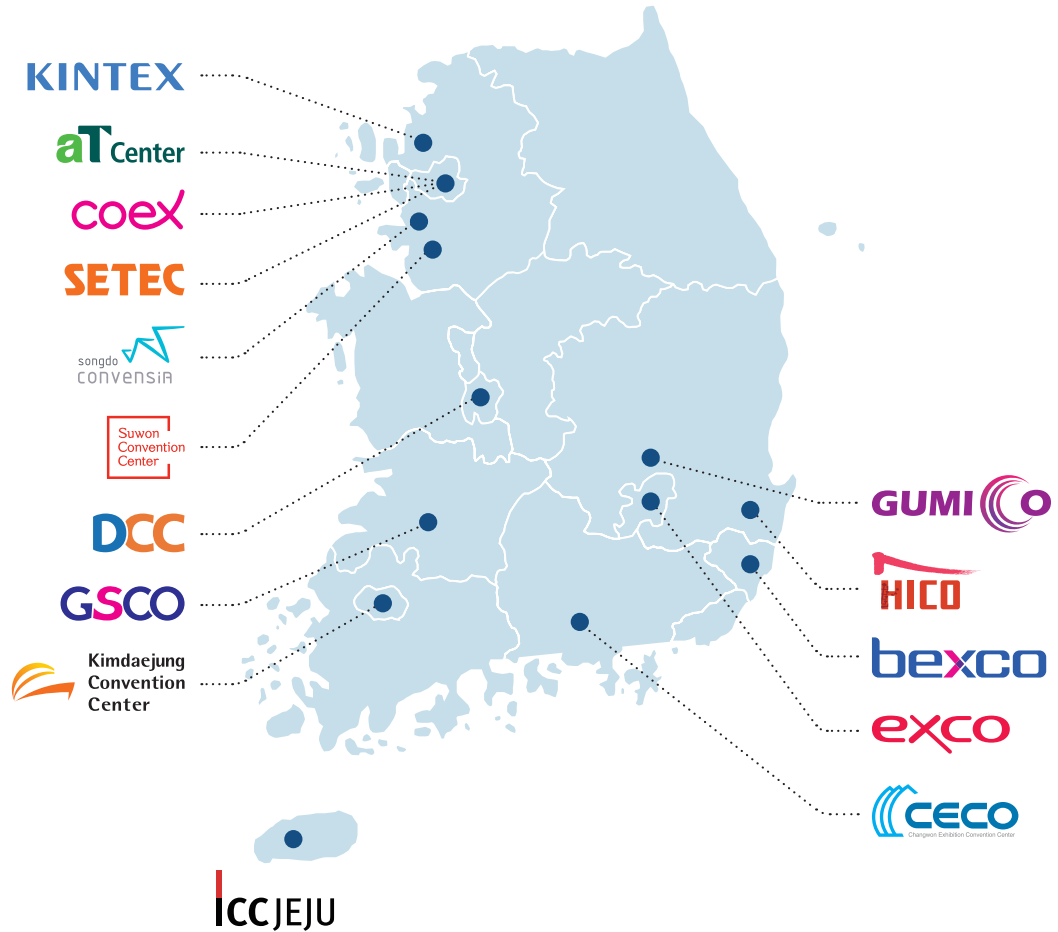




About Korea Exhibition Industry



Exhibition Centers



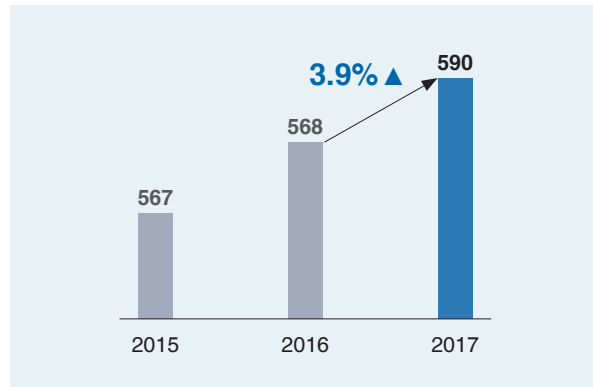
Size of Exhibition Centers

Name	Size (m ²)	Name	Size (m ²)
aT Center	7,422	GUMICO	3,402
BEXCO	46,380	HICO	2,273
CECO	9,375	ICC Jeju	2,395
Coex	36,007	Kdj Center	12,027
DCC	2,520	KINTEX	108,566
KOTREX	4,200	SETEC	7,948
EXCO	22,159	Songdo ConvensiA	17,021
GSCO	3,697	Total	285,392

Exhibitions(2015-2017)

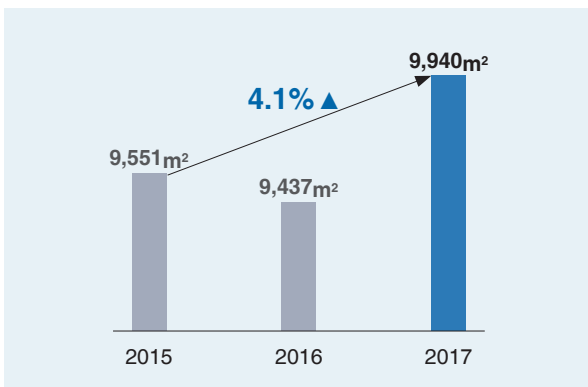
Number of Exhibitions Held

Number of exhibitions held is 567 in 2015, 568 in 2016, and 590 in 2017, increase by 22 exhibitions (3.9%) from the previous year.



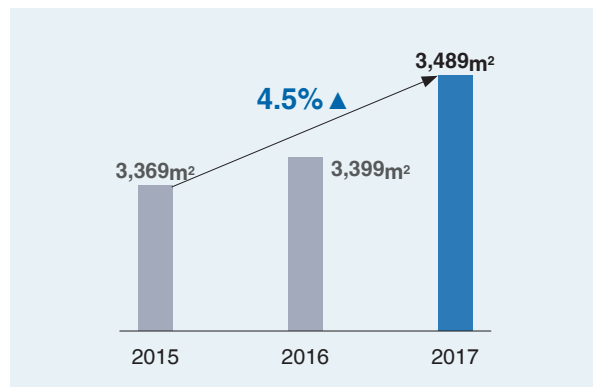
Average Gross Exhibition Size

The average gross exhibition size of domestic exhibitions in 2017 stood at 9,940m², an increase of 4.1% compared to 2015.



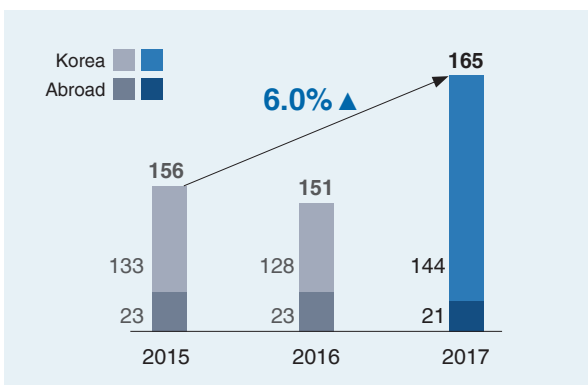
Average Net Exhibition Size

The average net exhibition size in 2017 stood at 3,489m², an increase of 4.5% compared to 2015.



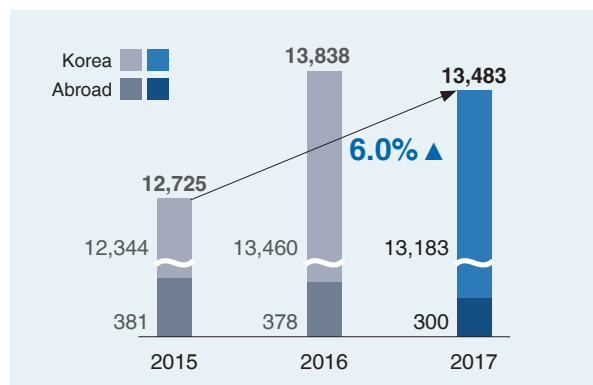
Average Number of Exhibitors

The average number of exhibitors at exhibitions in 2017 reached 165, an increase of nine companies (6.0%) compared to 2015.

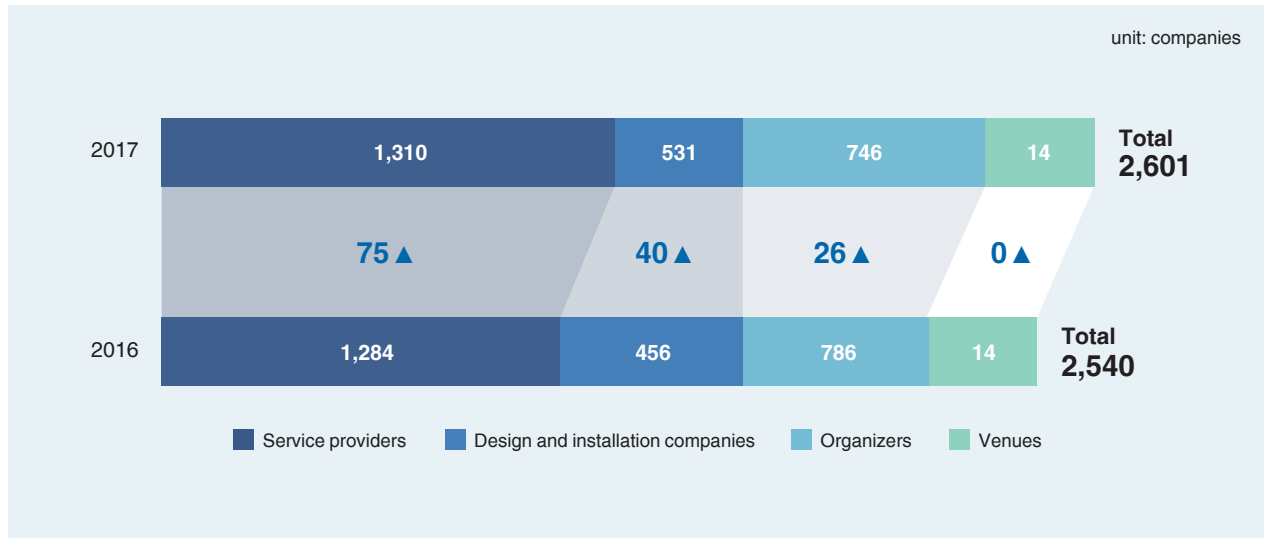


Average Number of Visitors

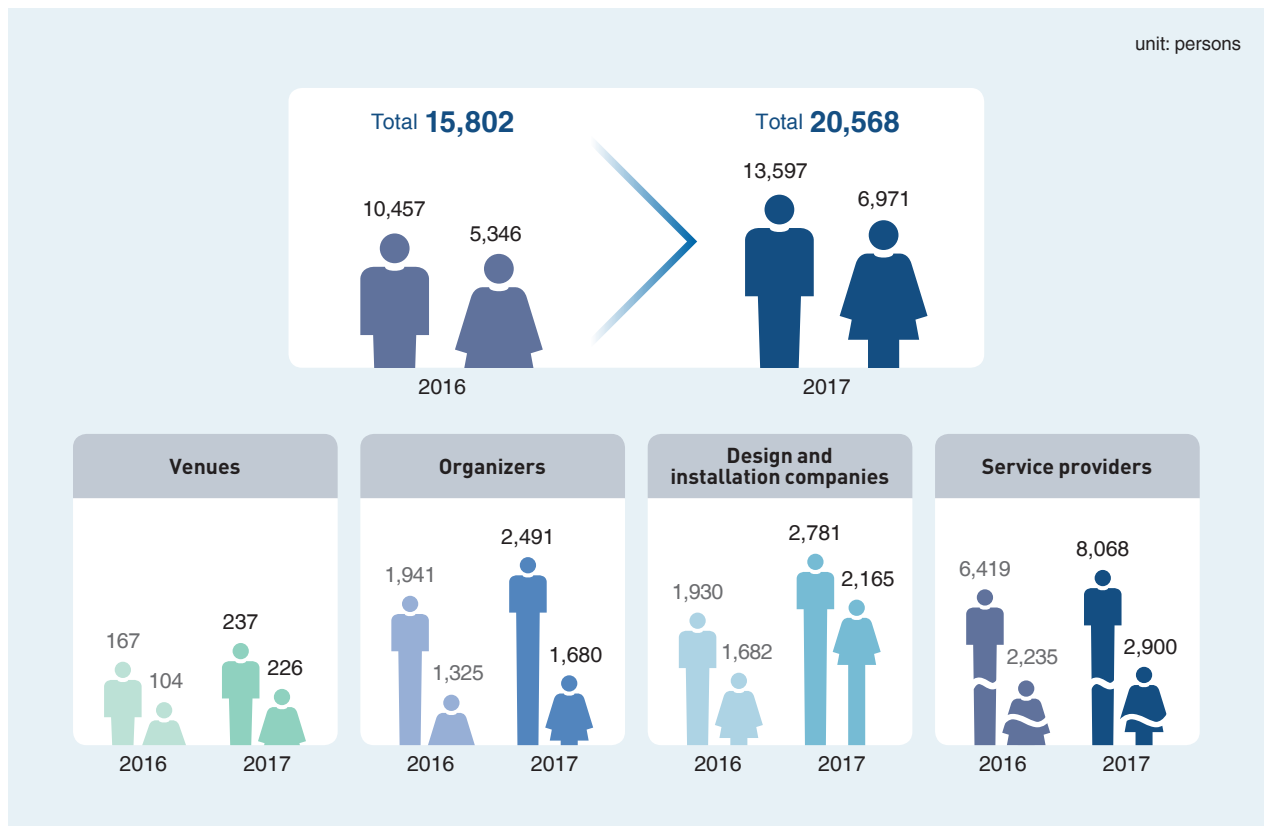
The average number of visitors to exhibitions in 2017 reached 13,484, an increase of 6.0% compared to 2015.



Exhibition Businesses(2016-2017)



The number of exhibition-related companies in 2017 reached 2,601, an increase of 61 (2.4%) compared to the previous year.

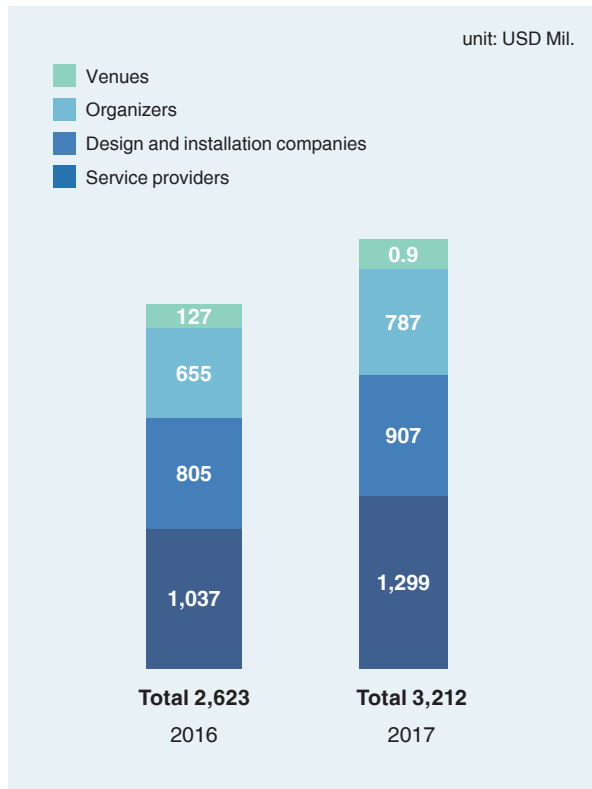


The number of people working in the exhibition industry in 2017 reached 20,568, an increase of 4,766 (30.1%) compared to the previous year. Male employees accounted for approximately 66.1%, and female employees for 33.2%.

Scale of the Exhibition Industry

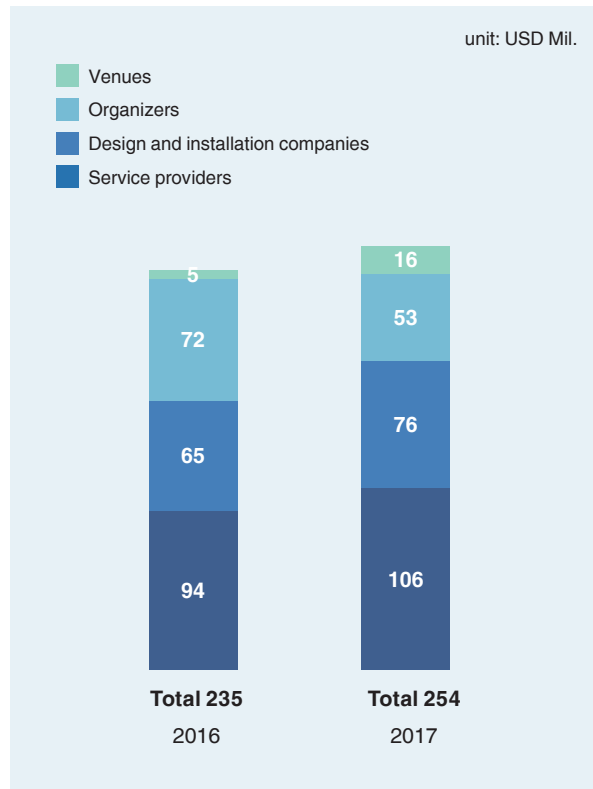
Sales

The sales of the exhibition industry in 2017 stood at USD 3,212 Mil., an increase of USD 519 Mil.(19.3%) compared to the previous year.

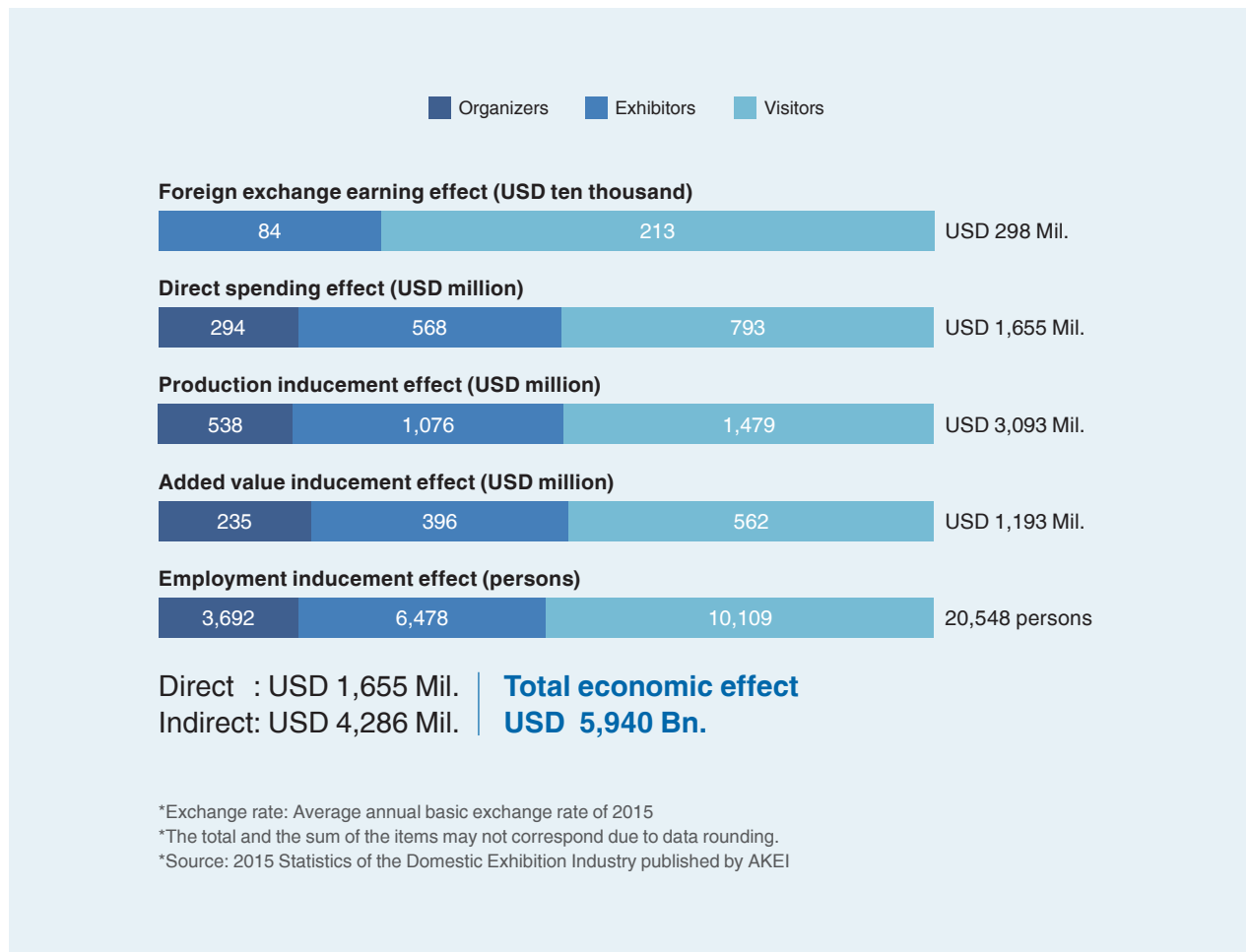


Operating profit

The operating profit in 2017 stood at USD 254 Mil., an increase of USD 12 Mil.(8.1%) compared to 2016.



Economic Ripple Effect of the Exhibition Industry



Introduction of AKEI

The Association of Korea Exhibition Industry is an organization dedicated to contributing to the advancement of the exhibition industry by developing related policies, conducting projects commissioned by the government, and providing necessary support for the industry.

AKEI is Korea's leading institution for the exhibition industry and is responsible for reflecting the government's related policies on the business frontier and providing support for and reinforcing cooperation among exhibition venues, exhibition organizers, exhibition design and installation companies, and exhibition service providers.

The exhibition industry is the pivot of the MICE (meeting, incentives, convention and exhibition) industry that is indispensable for economic growth and a state-of-the-art service industry that creates high added value. It is also one of the future growth engines designated by the Korean government.

In order to ensure that Korea will join the ranks of advanced countries as a top-ten nation in the exhibition industry, AKEI has engaged in diverse projects such as providing support for exhibitions; carrying out research, informatization, and promotions; and certifying and assessing exhibitions. In addition, we strive to more closely network and expand exchanges with international organizations to promote Korea's exhibition industry on a global level.

We will continue to work hard to reinforce the nation's foothold in the exhibition industry that has made significant contributions to promoting trade and advancing both the local and national economies.

AKEI and four exhibition industry related associations



What AKEI does



01

Policy Development

In order to keep abreast of the era of the Fourth Industrial Revolution and to develop policies that effectively mirror the needs and opinions of the industry, we participate actively in the government's process of establishing industrial development plans and support systems.

- Participating in the enactment and amendment of the Act on the Development of Exhibition Industry and the Five-Year Exhibition Industry Development Plan
- Participating in the government's process of establishing relevant policies and submitting opinions to bolster the industry
- Proposing improvement ideas on the support system to disperse the economic effects of the industry

02

Industrial Support

We carry out a variety of projects commissioned by the Ministry of Trade, Industry and Energy to advance the development of the exhibition industry, such as providing support for exhibitions, conducting surveys and research, and assisting in the recruitment of overseas participants for exhibitions.

- Providing support for the organization of exhibitions (globally recognized, prospective, new trade, and global brand exhibitions)
- Conducting statistical research, supporting promotional and informatization activities, and hosting exhibitions and forums
- Providing support for the commercialization of exhibition designs & services and for the recruitment of overseas participants for exhibitions



03

Cooperation with Central and Local Governments

We join hands with central government bodies such as the Ministry of Employment and Labor and the Ministry of SMEs and Startups as well as local government bodies such as the city governments of Seoul and Osong to provide support tailored for individual exhibitions.

- Conducting education for exhibition venues, organizers and exhibitors
- Executing projects to promote the sales of small and micro enterprises and engaging in projects to support local sales exhibitions to promote cooperation with small and micro enterprises
- Executing projects to support exhibitions organized by the city government of Seoul and attracting international buyers for Cosmetics & Beauty EXPO Osong Korea 2019

04

International Cooperation

We utilize our close network with international organizations to assist domestic players in advancing into the global market and take part in relevant events as Korea's representative organization.

- Representing UFI, AFECA, and IAEE in Korea
- Engaging in promotions of Korea's exhibition industry

05

Certification and Assessment of Exhibitions and Support for Members

We operate the exhibition certification program and exhibition assessment and management program to ensure the quality of individual exhibitions. We also work to expand exchanges between our members and recommend candidates to receive rewards given by the government.

- Operating the exhibition certification program and assessing the outcomes of exhibitions and overseas exhibition participation program supported by AKEI
- Rewarding those who contributed to the development of the exhibition industry and recommending and providing benefits to candidates to receive prizes on Trade Day
- Publishing the exhibition journal every two months to deliver the latest information about the industry and help expand exchanges

Representative Exhibitions in Korea



Year	Exhibition Name	Hosted by
2019	Cafe Show Seoul	EXPORUM
	Seoul Int'l Aerospace & Defence Exhibition	Korea Aerospace Industries Association
	Korea Build	MESSEESANG
2018	Korea Pack	Kyungyon Exhibition Corp.
	Seoul Int'l Manufacturing Technology Show	Korea Machine Tool Manufacturers' Association
2017	Marine Week	Korea International Trade Association
	Korea Machinery Fair	Korea Association of Machinery Industry
	Int'l Food Industry Exhibition, Seoul	Korea Trade-Investment Promotion Agency
	Kyung Hyang Housing Fair	eSang networks





AKEI  ASSOCIATION OF KOREA
EXHIBITION INDUSTRY

