



ASSOCIATION OF
KOREAN EXHIBITION
INDUSTRY

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4. Overview of the Korean Exhibition Industry

1 About AKEI

The Association of Korean Exhibition Industry (AKEI) is Korea's leading organization dedicated to advancing and promoting the exhibition industry. Serving as the central institution, AKEI plays a pivotal role in shaping industry policies, implementing government-commissioned initiatives, and delivering essential support across all areas of the exhibition ecosystem.

As the official representative body of Korea's exhibition industry, AKEI bridges policy and practice by aligning national strategies with industry needs. We foster collaboration among exhibition venues, organizers, service companies and design companies to strengthen the sector's overall competitiveness.

A key pillar of the MICE industry and a vital engine of national economic growth, AKEI is committed to positioning Korea as a global exhibition leader through continuous innovation and international partnerships.

General Information

Name Association of Korean Exhibition Industry

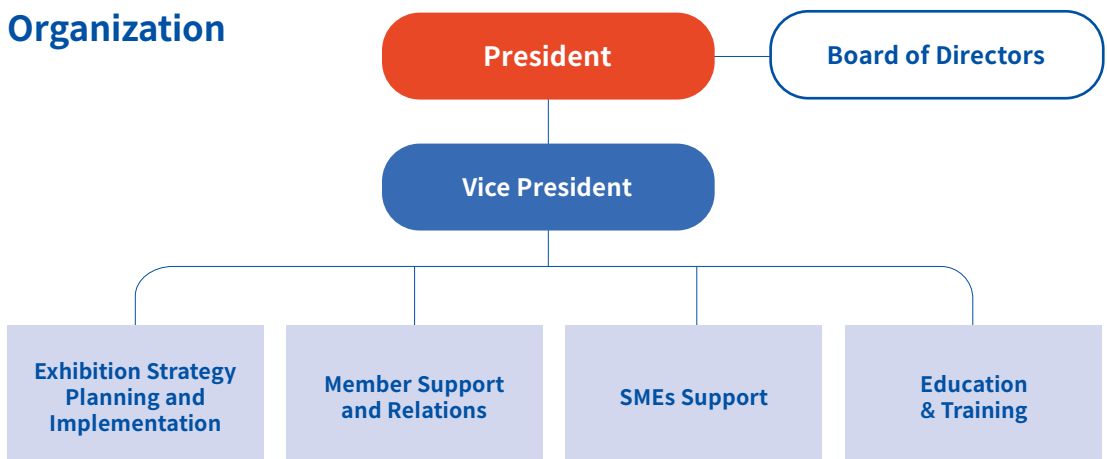
Establishment 2002

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Organization



History



2002

Established under the initiative of the Ministry of Trade, Industry and Energy (MOTIE) to provide financial support for domestic exhibitions and to lay the groundwork for the development of the exhibition industry.



2005

Launched the Korean Exhibition Certification System.



2009

Establishment of Standardization manual for Exhibition Industry.



2008

Facilitated the enactment of the Exhibition Industry Development Act.



2013

Hosted the 80th UFI Global Congress in Seoul.



2016

Received official designation as a National approval of 'Exhibition Industry Statistics'



2021

Held the 1st Korean Exhibition Industry Day Ceremony, marking a key milestone in industry recognition and celebration.
Published a commemorative chronicle, "50 Years of the Korean Exhibition Industry."

2 AKEI's Membership and Values

Membership

The AKEI collaborates with four key organizations representing specific sectors of the exhibition industry to advance various initiatives and policies aimed at the industry's development.



Values

Mission

**Connecting People with
Values to reveal tomorrow**

The AKEI drives sustainable growth in the exhibition industry by creating new value through expert insights, open communication, and strategic collaboration among all stakeholders. By connecting people and values through exhibitions, we are shaping a brighter future.

Vision

**Your Growth Partner in
Shaping the Future
of Exhibition Industry**

The AKEI leads the exhibition industry forward by overseeing events, conducting research and statistical analysis, implementing industry support programs, and facilitating talent development. We guide the industry in embracing the Fourth Industrial Revolution and global expansion. Through close collaboration with stakeholders, we foster shared growth for both the exhibition industry and the national economy.



3 What AKEI Does

Industry Support Services

We provide comprehensive support to stakeholders at every level to advance the development of the exhibition industry.



Policy Support

The AKEI plays an active role in shaping government-led industrial development plans and regulatory frameworks. We ensure the voices and needs of industry stakeholders are reflected, enabling the exhibition sector to align with the Fourth Industrial Revolution.

- Supporting the development of national exhibition industry development plan
- Conducting studies on the economic impact of Korea's exhibition industry
- Drafting policy recommendations based on domestic and international exhibition performance data



Member Engagement and Support

We cultivate a vibrant member community by promoting active engagement through signature events, including the Korean Exhibition Industry Day Ceremony and the New Year Business Day.

- **New Year Business Day:** An annual kickoff event that brings together exhibition industry stakeholders to share insights and set the tone for the year ahead.
- **Korean Exhibition Industry Day Ceremony:** An official commemorative event celebrating the achievements of exhibition industry professionals and promoting unity across the sector.
- **Member Relations Management:** A dedicated platform that fosters networking, engagement, and collaboration among professionals in the exhibition industry.



Operational Support

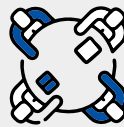
To strengthen the capabilities of event organizers, venues, service companies, and design companies, we offer both direct and indirect support. This includes operational subsidies, capability-building programs (incl. personnel training), global marketing initiatives, ESG integration, and assistance in identifying potential business partners.



Direct Support

Subsidy Program:

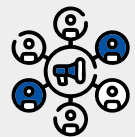
Financial support aimed at enhancing the competitiveness of domestic exhibition events, including assistance with global marketing expenses.



Indirect Support

Foreign Missions Roundtable:

A face-to-face event for business exchange and networking between foreign missions in Korea and local exhibition organizers, promoting the globalization of domestic exhibitions.



Indirect Support

International Roadshow:

Overseas promotional campaigns designed to attract international buyers and exhibitors to domestic exhibition events, while identifying global business opportunities with international counterparts.



Capability-building

On-the-Job Training:

A professional training initiative to strengthen the expertise of exhibition industry professionals and exhibitors, boosting the overall competitiveness of stakeholders.



Talent Development

Supporters Program:

An educational program for undergraduate students to explore career opportunities in the exhibition industry, while helping businesses connect with future talent.

Domestic and International Exhibition Industry Statistics

To deepen understanding of both domestic and global exhibition markets, we conduct annual surveys on exhibition performance. These surveys cover key indicators such as the number of exhibitors, visitors, and organizers—categorized by exhibition venue and industry sector. The collected data informs evidence-based policy development, including the formulation of national strategies for exhibition industry advancement. Since being designated by Statistics Korea in 2016, AKEI has served as the official generator of national statistics for the exhibition.

Domestic Exhibition Statistics:
Annual publication of the Korean Exhibition Industry Statistics Report, including detailed data on exhibition events and organizers.



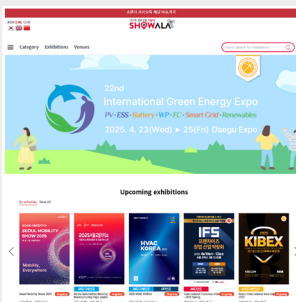
International Exhibition Statistics:
Collecting and translating statistical data on overseas exhibition industries in Asia, China, Germany, the U.S., etc



Promotion and Marketing Initiatives

The AKEI supports the promotion of domestic exhibitions by providing marketing platforms and resources through both online and offline channels. These initiatives help enhance the visibility and effectiveness of exhibition events and support our members' outreach efforts.

- Operating an online platform named 'Showwala' that providing information on exhibition events across Korea.



- Publishing a bi-monthly magazine named 'Exhibition Journal'
- Producing and distributing regular newsletters.



- Publishing a directory book for certified exhibitions, available in Korean and English.



Exhibition Assessment and Certification

The AKEI conducts comprehensive audits of exhibitions, verifying detailed exhibition performance metrics (space, exhibitor, visitor, etc.) according to standardized criteria*. Upon successful verification, we grant an official certification mark to qualified exhibitions and publish the authenticated data. The primary objective is to generate transparent and credible exhibition data, and provide such data to all stakeholders in the exhibition industry.

*AKEI's certification standards are aligned with the Exhibition Audit Procedures established by the Global Association of the Exhibition Industry (UFI).

Certification Process



Certification Marks



**Certified
Exhibition**



**International
Certified
Exhibition**



**International
Certified
Exhibition Plus**

Collaboration and Partnership

Domestic

We work closely with central and local governments, as well as related institutions, to identify opportunities for advancing the exhibition industry and to implement a wide range of support programs.



**Support for national
policy development and
implementation of government-
commissioned projects**



**Promotion of talent development
across the exhibition industry**



**Implementation of exhibition
support programs commissioned
by local governments**

International

We support the global expansion of Korea's exhibition industry by enhancing the international market presence of industry stakeholders. We actively represent Korea in global exhibition associations such as UFI, AFECA, and IAEE, while promoting the Korean exhibition industry on the international stage.



AKEI's Global Network



AKEI aims to exchange practical information through MOUs with many overseas organizations. Thus, we aim to operate international cooperation projects to help attract overseas exhibitors and buyers to Korean Exhibitions and to build networks to help Korean exhibitions go overseas.



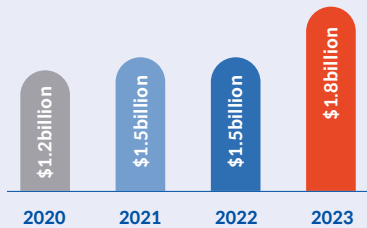
4 Overview of the Korean Exhibition Industry

Korea's Exhibition Industry at-a-Glance

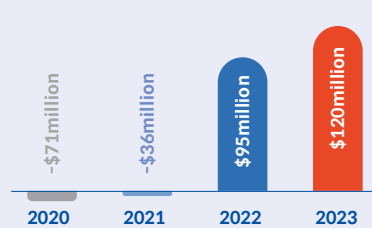
General Information

As of 2024, 17 exhibition venues across Korea host approximately 700 events annually. The industry includes around 2,400 businesses, including 560 exhibition organizers.

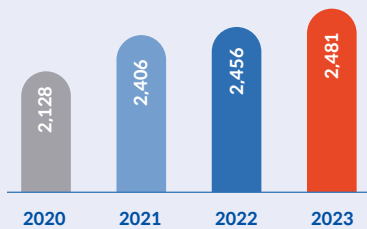
Total Sales Volume



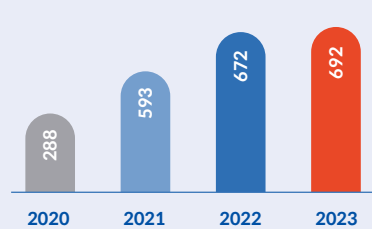
Operating Profit



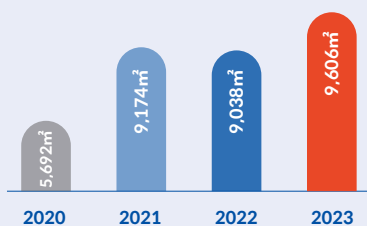
Number of Exhibition Business Operators



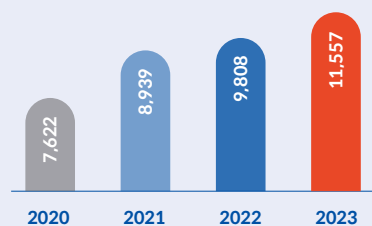
Average Total Exhibition Space



Average Total Exhibition Space



Average Number of Visitors



KINTEX

aT Center

coex

SETEC

songdo
CONVENIA

Suwon
Convention
Center

SIWON MESSE
EXHIBITION & CONVENTION

OSCO
Cheongju Osong Convention Center

DCC

GSCO

Kimdaejung
Convention
Center

ICCJEJU

Venue & Infrastructure

Currently, 18 exhibition venues are in operation across Korea, with total exhibition space expected to double by 2031.

GUMI CO

EXCO

CECO
Cheongju Exhibition Center

HICO

UECO

bexco

2031

Number of Domestic
Exhibition Venues

33

Total Area of Domestic
Exhibition Venues

60Mm²

2025

Number of Domestic
Exhibition Venues

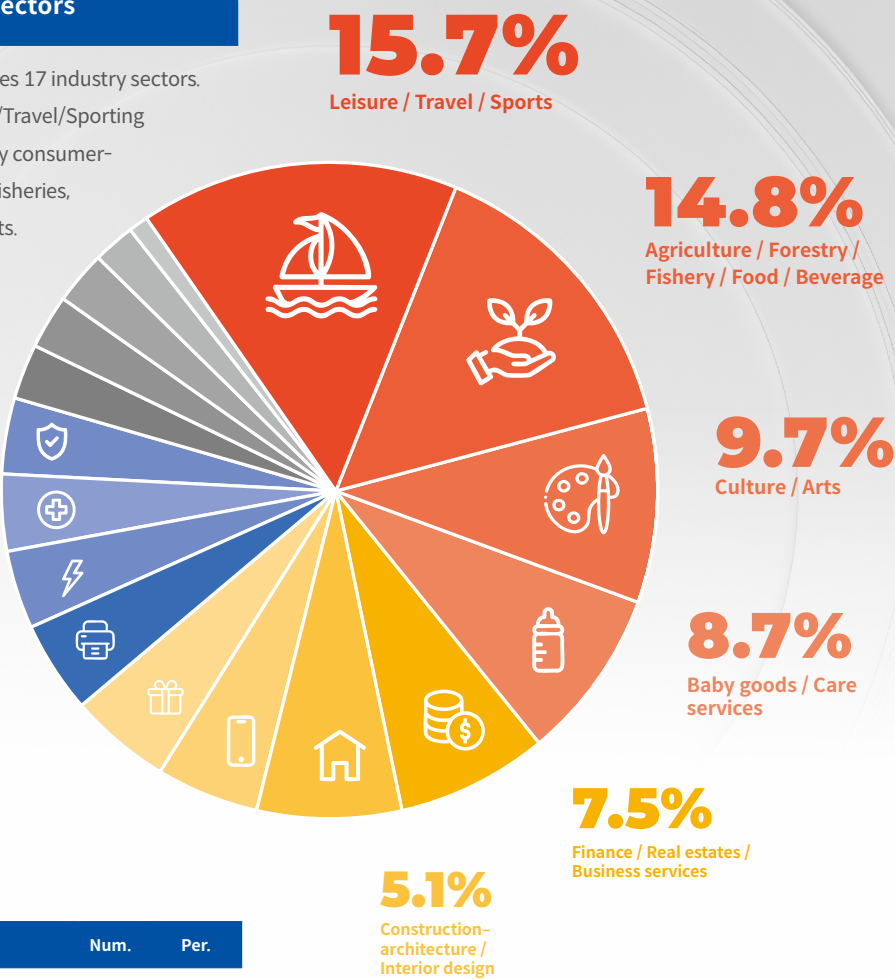
18

Total Area of Domestic
Exhibition Venues

33Mm²

Industry Sectors

Korea’s exhibition industry serves 17 industry sectors. The leading category is Leisure/Travel/Sporting Goods. The sector is followed by consumer-focused events in Agriculture/Fisheries, Food/Beverage, and Culture/Arts. In addition, national strategic industries such as Electrical/Electronics/Communications, Manufacturing/Metal/Machinery, and Healthcare/Medical Equipment are experiencing significant growth.



Rank	Category	Num.	Per.
1	Leisure / Travel / Sports	109	15.70%
2	Agriculture / Forestry / Fishery / Food / Beverage	103	14.80%
3	Culture / Arts	67	9.70%
4	Baby goods / Care services	60	8.70%
5	Finance / Real estates / Business services	52	7.50%
6	Construction-architecture / Interior design	49	7.10%
7	Electric / Electronics / IT / Telecommunications	35	5.10%
8	Household / Gifts	34	4.90%
9	Printing / Packaging / Engineering / Manufacturing	31	4.80%

10	Energy / Environment	26	3.80%
11	Health / Medical equipment / Optics	26	3.80%
12	Public / Defense	25	3.60%
13	Transportation / Services	19	2.70%
14	Education	18	2.60%
15	Wedding	18	2.60%
16	Beauty / Cosmetics	14	2.00%
17	Textiles / Apparel / Jewelry	6	0.90%

Industry Trends



ESG Program for Chief Executive Officers



Eco-friendly Solution Showcase

Towards a Sustainable Exhibition Industry:

Korea's exhibition industry is adopting ESG management practices and infrastructure improvements to ensure sustainable growth. These efforts include ESG programs for corporate executives and promoting the commercialization of eco-friendly alternatives among service providers and design firms.



Data Management with AI



Virtual Exhibition

Digital Transformation (DX):

The industry is accelerating digital transformation by integrating AI and other advanced technologies into exhibitions. These initiatives aim to deliver data-driven, customized business opportunities and enhance the overall exhibition experience.



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