

KOAASHOW 2017 powered by Global TransporTech (GTT)
 The 14th Korea Automotive Industry Exhibition (October 18-20, KINTEX)

KOAASHOW+GTT 2017 Report

Organizers

AIN Global Foundation (Automotive Industry Globalization Foundation, Korea)
 Kotra (Korea Trade-Investment Promotion Agency)

1. Results of KOAASHOW

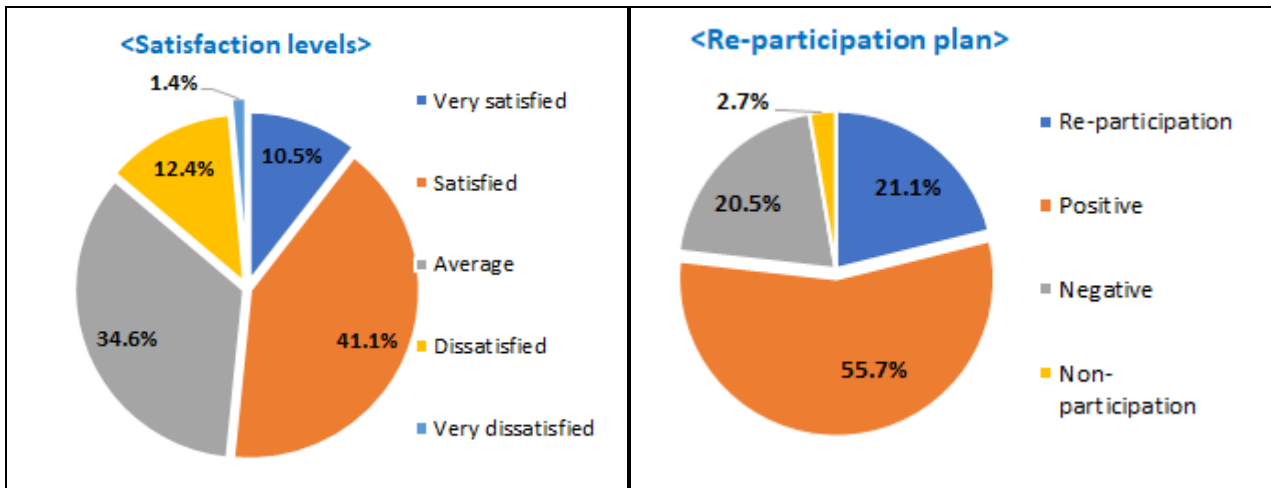
KOAASHOW 2017(the 14th Korea Automotive Industry Exhibition) powered by GTT(Global TransporTech) was successfully held from October 18 to 20, 2017 at KINTEX. Celebrating its 14th year, this year’s KOAASHOW was co-hosted by AIN Global (Korea Automotive Industry Globalization Foundation) and KOTRA (Korea Trade-Investment Promotion Agency) and exhibited various automotive parts, materials, accessories, IT/infotainment, equipment, etc. In the past, Global TransporTech (GTT) was hosted solely by KOTRA, but starting this year it was integrated into KOAASHOW and hosted by both organizations. KOAASHOW remains the only exhibition in Korea to effectively promote and create business in the Korean automobile and related industry.

This year, 344 exhibitors from 7 countries participated in KOAASHOW. In addition, 13,186 buyers, including 866 international buyers from around 60 different countries, including USA, Germany, China, India, Japan, Iran, as well as other countries in the Middle-East, South Asia, CIS, etc. attended KOAASHOW and were able to achieve satisfactory results.

Space	22,000m ²
Exhibitors	344 companies from 7 countries - Domestic : 284 companies - International : 60 companies (China, India, Japan, Taiwan, Hong Kong, Czech Republic, etc.)
Visitors	13,186 from 64 countries - Domestic : 12,320 - International : 866

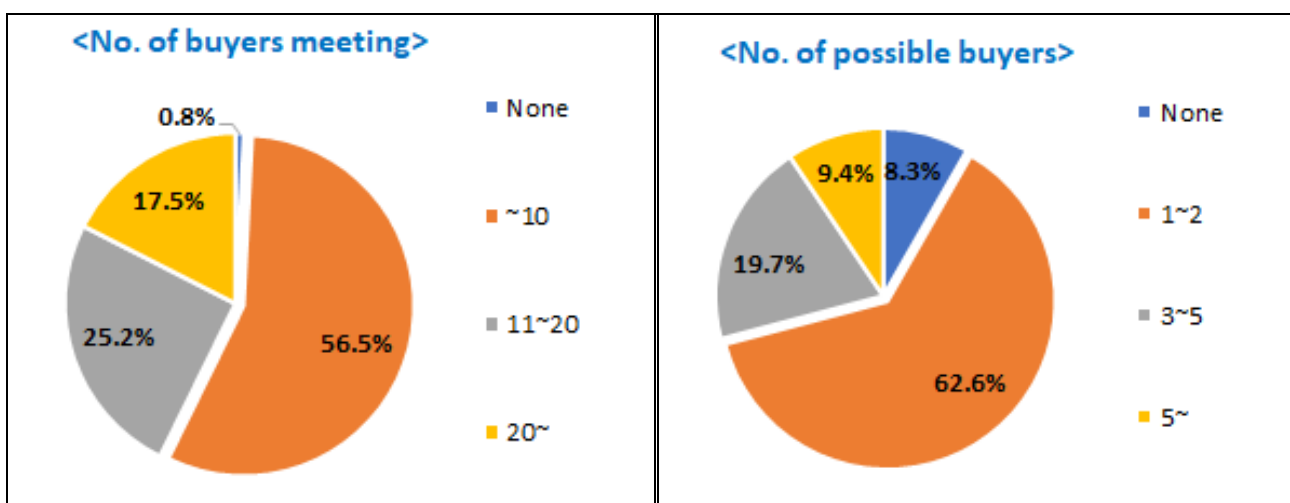
2. Survey of Participants

In a survey from the participants, 51.6% of the participants selected "very satisfied" or "quite satisfied", and 34.6% indicated an average level of satisfaction. Overall, 86.2% indicated above-average level of satisfaction. In regards to participating again next year, 76.8% expressed that they plan to re-participate or positively consider re-participation, while 23.2% indicated that they would not re-participate.



As to the business consultations between the participants:

56.5% conducted business consultation with less than 10 buyers; 25.2% with 10–20 buyers; and 17.5% with more than 20 buyers. 62.6% of those who conducted business consultations responded that they were able to enter into a contract or were going to enter into a contract in the near future with 1–2 buyers; 19.7% with 3-5 buyers; 9.4% with more than 5 buyers; and 8.3% with none.

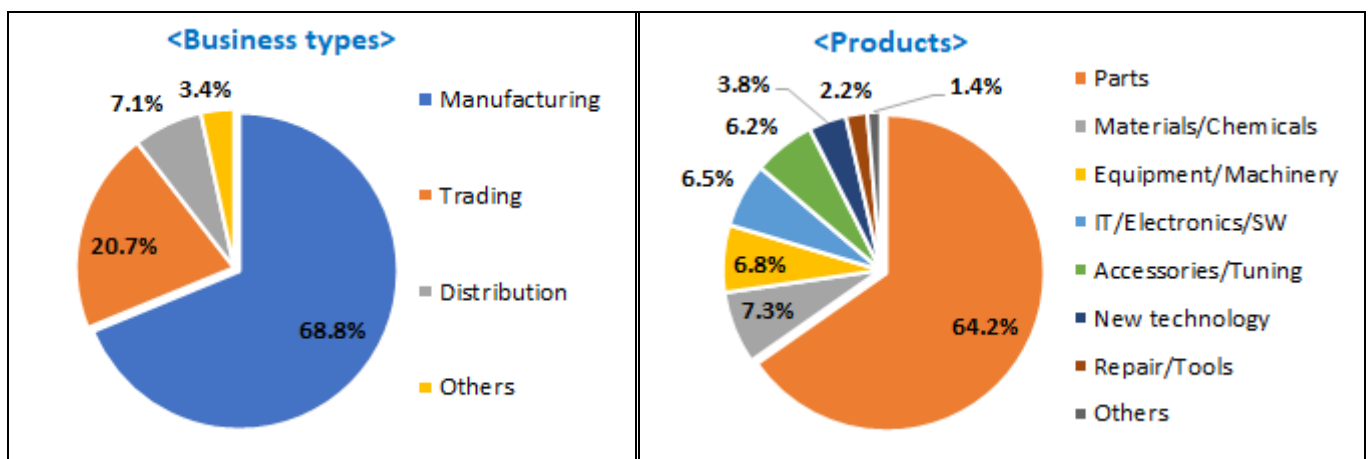


Analysis on Exhibitors and Buyers

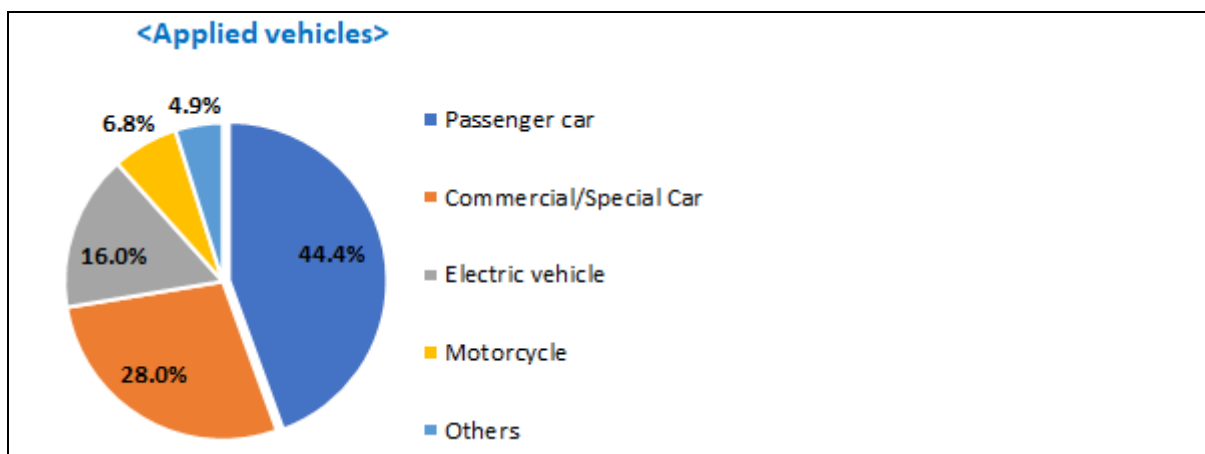
1. Business types and products of the exhibitors (repetition allowed)

As to the business type of the 344 companies participating in KOAASHOW, 68.8% of them were in manufacturing, 20.7% in trading, and 7.1% in distribution.

As to the products displayed at KOAASHOW by the participating companies, 64.2% consisted of parts (OEM/Aftermarket/re-manufacturing), 8% in materials/chemicals, 6% in inspection equipment/machinery/facilities, 6% in IT/Electrics/SW, 6% in accessories/tuning, and the rest in new technology and service/tools.

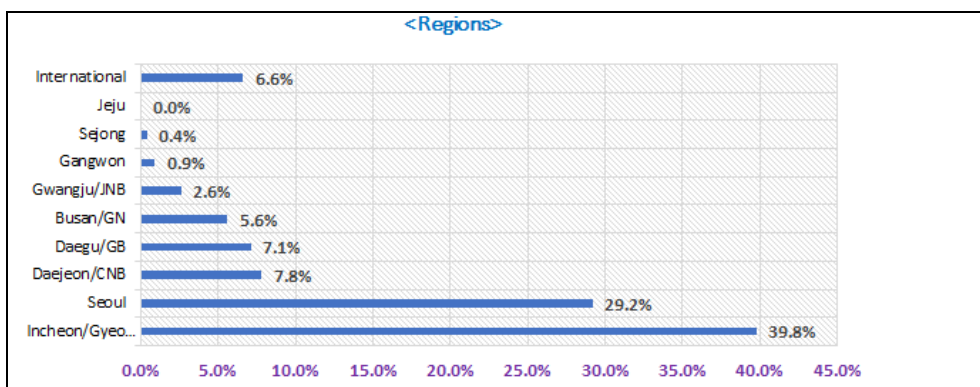


As to the automobile types that the exhibition products were applicable to, 44% of the products were applicable to passenger cars, 28% to commercial/special equipment vehicles, and 16% to electronic cars. In addition, 6.8% of the products were applicable to motorcycles, and 4.9% to other types, including trains and airplanes.

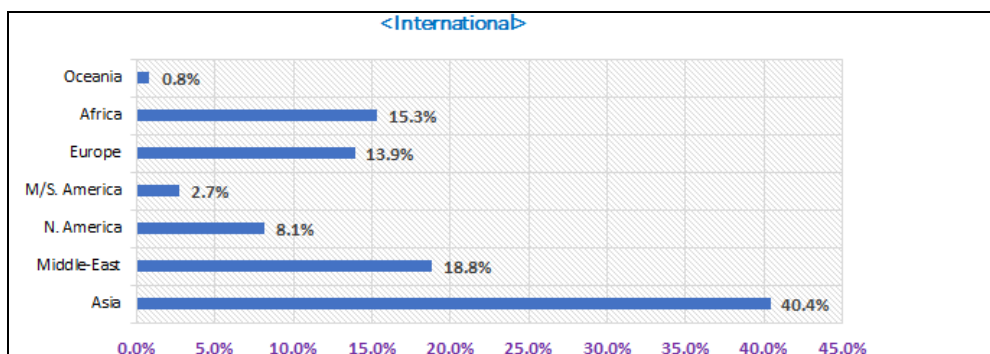


2. Analysis on visitors and buyers

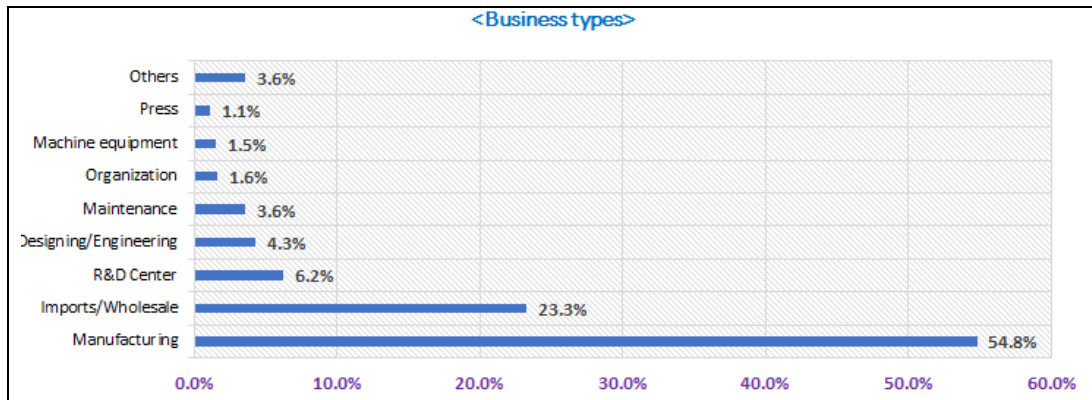
13,186 visitors attended KOAASHOW 2017. 6.6% of the total visitors were international buyers. As to the distribution of domestic visitors, 69% came from the metropolitan capital area, including Seoul and Incheon/Gyeonggi, 12.7% from the Gyeongsang area, and 8.2% from the Chungcheong area. The number of visitors from the Gwangju/Jeonra area (the regions where the automobile industry is not well represented) was insignificant, as expected.



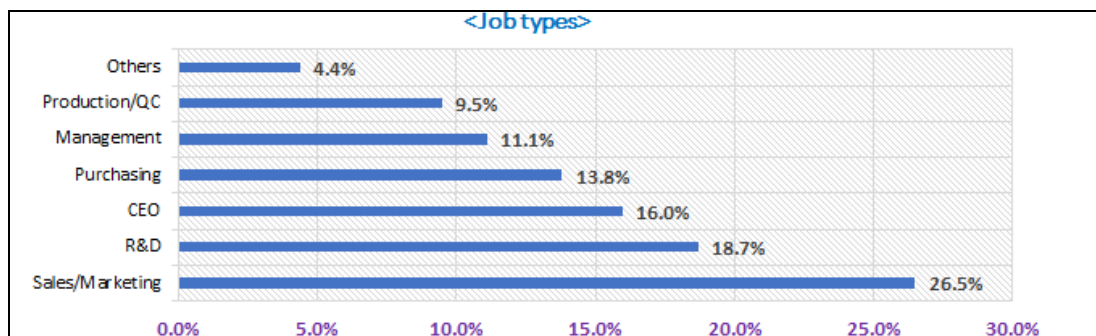
As for the international buyers, Asia had the largest number of buyers attending KOAASHOW 2017, followed by Middle-East, Europe, Africa, and North America in that order. Growing participation of buyers from Southeast Asian countries with continuous economic growth, such as Indonesia, Vietnam, Philippines, etc., were also noticeable. Participation of buyers from Middle Eastern countries, where Korean products traditionally have been in great demand, has been consistent every year. Participation of buyers from Africa has steadily increased. Many European and North American buyers, including some completed-car manufacturers, such as BMW, GM, FCA, etc., global Tier 1 OME buyers, and large-scale distributors, such as WORLD PAC, Crowne Group, Standard Motor Products, Advance Auto Parts, Autonet, etc., were a strong presence at KOAASHOW.



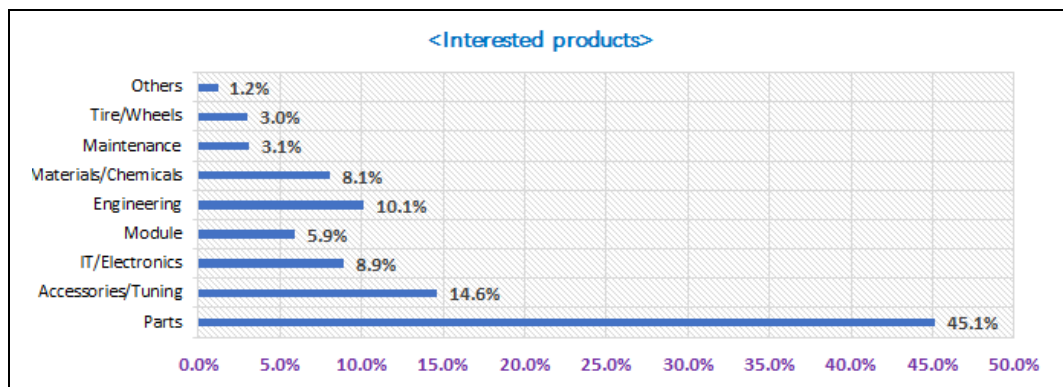
As for the business types of participating companies, 55% were involved in manufacturing, 23.3% in imports, wholesale and retail, 6.2% in research, and 3.6% in design/engineering and maintenance.



As for the business type of visitors: 26.5% were involved in sales and marketing, 18.7% in research and development, 16% in management, 13.8% in procurement (purchasing), 11.1% in planning and management, and 9.5% in manufacturing technology.



As to the products of interest indicated by the visitors: 45.1% were interested in automobile parts, followed by accessory/tuning products, engineering products, such as testing equipment/software, IT/electrics, and materials/chemical products.



Concurrent Events

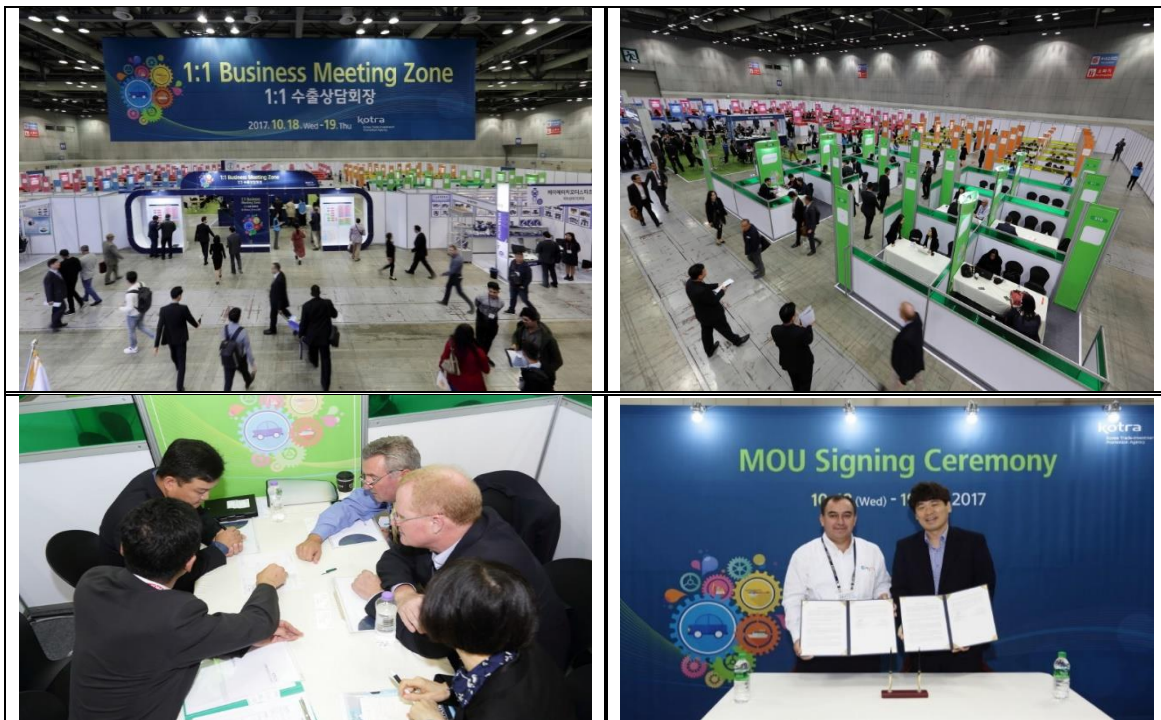
1. One-on-One Business Meeting

Every year, KOAASHOW separately hosts 'one-on-one business meetings' between participating companies and buyers and assists the participants in facilitating their exports so that the participants can obtain optimal results.

Starting this year, KOAASHOW and Global TransporTech (GTT) were integrated and hosted together with the 'one-on-one business meetings' being organized by KOTRA. From now on, participating companies can register at a specially designated webpage, BuyKorea.org (consultation arrangement site) / KOAASHOW + GTT, by entering their company and product information online. By doing so, they can handle the various procedures of business meetings online, such as searching participating international buyers for consultation, applying for the 'one-on-one business meetings', etc.

Statistics of the 'one-on-one business meetings'

- Period: October 18 (Wed) – 19 (Thurs), 10:00 AM – 5:00 PM
- Number of participating buyers: 118 companies from 40 countries
- Number of the meetings held: 1,878



2. Forum and Seminar

2-1) Forum on Korea-US collaboration in the automobile industry

KOAASHOW 2017 hosted a forum covering the trends in new technology of the automobile industry in the US and Korea. In addition, the forum also provided an excellent platform to discuss several cases of US-Korea collaborations.

- Speakers: Bernard Swiecki, Director of Automotive Communities Partnership (ACP)



2-2) Seminar on intelligent automobiles

- Host: Telecommunication Technology Association (TTA)
- Subject/topic
 - a. Trends in regulations and policies: Telecommunication Technology Association)
 - Policies regarding autonomous vehicles and direction of future mobility: KOTI
 - Introduction of next-generation ITS (C-ITS) demonstration projects: EX
 - Trends and development of ICT autonomous vehicles: ETRI
 - b. Trends in development of automotive driving technology: KATS
 - Trends in standardization of V2X based 5G: LGE
 - Technology for autonomous driving: KONKUK UNIV.
 - Technology of artificial intelligence for autonomous driving: EXEM
 - c. Trends in development of automotive ICT services: ETRI
 - Security of smart cars: Penta Security
 - Fusion technology of autonomous vehicles and ICT: SK Telecom
 - Development of KT connected cars: KT

2-3) Seminar on automobile parts and technology of light-weight material

- Host: Chemical Market Research Inc(CMRI)
- Subject/topic

- a. Issues on future automobile and parts industry
 - Direction of policy on enhancement of future automobile competitiveness: MOTIE
 - Outlook on autonomous driving technology in the age of state-of art automobiles: LGE
 - Trends in development of eco-friendly vehicles and commercialization of hydrogen powered cars: HYUNDAI MOTOR
 - Electric automobile market trends & prospects: BMW
- b. Weight-reducing materials and application technique
 - Ways to reduce car weight by using steel and CFRP: HYUNDAI STEEL
 - Trends in application of LWRT materials to reduce car weight: HANWHA AM
 - Ways to develop light-weighted car parts using PET materials: HUVIS
 - Techniques and materials for light-weighted metals in future automobiles: KIMS
- c. Light-weighted parts and modeling technology
 - Changes in car interior parts and response to such changes: YONGSAN
 - Trends in new tech. on modeling and molding of polymer composite: HKMOLD
 - Development in technology for reducing car weight using GiGa Steel: POSCO
 - Development in technology of NVH Package and Head Lining: NVH KOREA



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