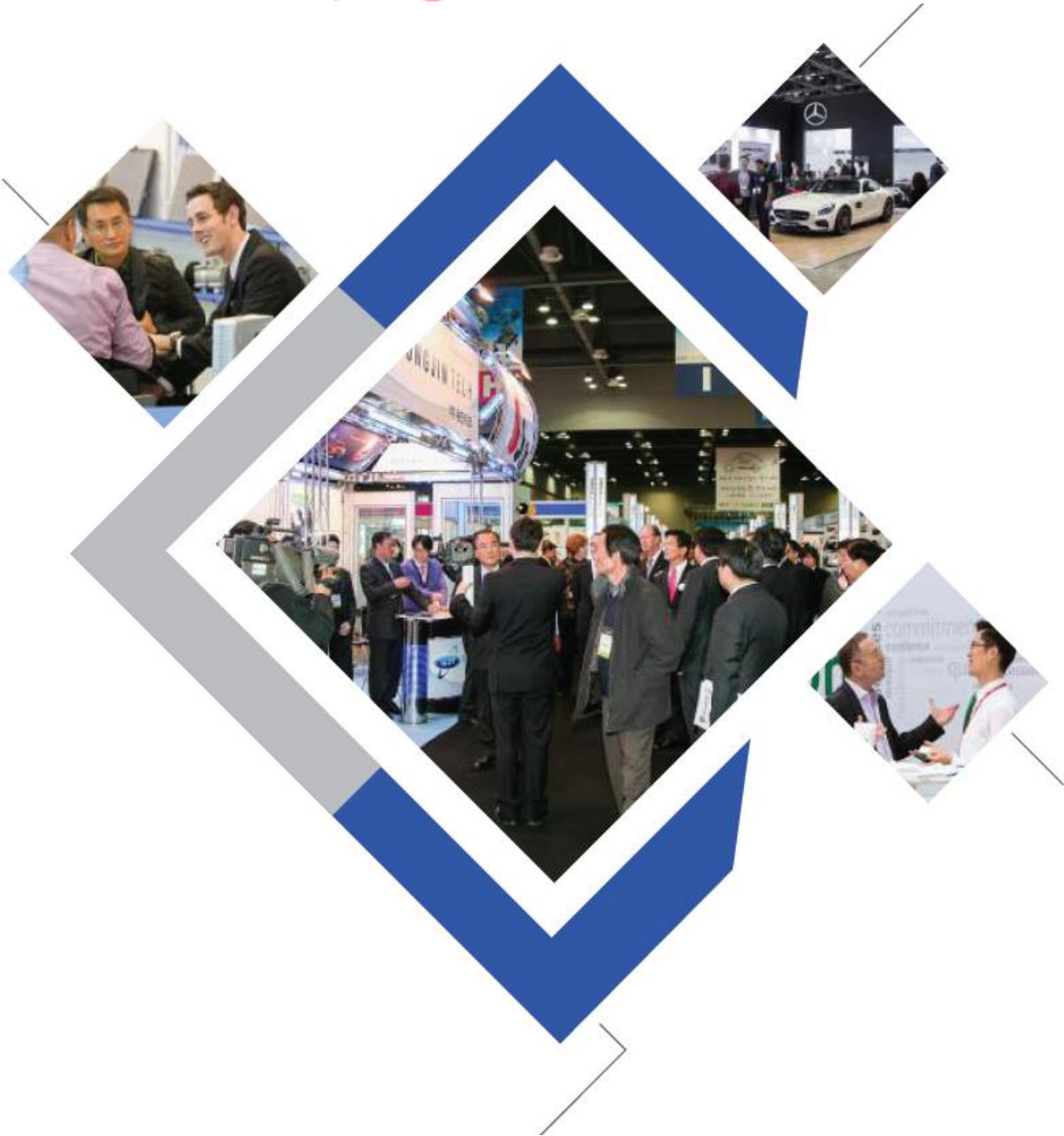


| Korea Automotive Industry Exhibition |

**KOAA** SHOW



# 16<sup>th</sup> Korea Automotive Industry Exhibition

**KOAA** SHOW

**ain**global  
한국지동기산업국제박람회

**kotra**  
대한무역투자진흥공사

**October 16-18 . Songdo ConvensiA, Incheon**

## KOAASHOW 2019 INFORMATION

- Title: KOAASHOW, The 16<sup>th</sup> Korea Automotive Industry Exhibition
- Date: 16-18 October, 2019
- Venue: Songdo ConvensiA, Incheon
- Scale: 20,000sqm with 400 exhibitors
- Organizers: AIN Global and Kotra
- Website: [www.koaashow.com](http://www.koaashow.com) > English

### **[The only one trade show in Korea]**

- The oldest history (1<sup>st</sup> edition in 2004)
- The largest exhibition by number of exhibitors
- Trade show focused in buyers
- Co-organized by Non-profit organization-AIN Global(Automotive INdustry Globalization Foundation) and Public enterprise-Kotra(Korea Trade Investment Promotion Agency)

### **[Exhibits]**

- Parts for Powertrain, Chassis, Steering, Climate control
- Electronic components / Lightweight components / Multifunctional parts
- IT/Infotainment
- Materials/Chemicals
- Accessories/Tuning
- Car care products
- Testing Equipment and Software
- Maintenance
- New Technologies

### **[Main Buyers from]**

Auto makers / Auto parts and accessories Manufacturer / Wholesaler /  
On-offline Distributor / Transportation / Garage / Related Industries

## 2019 EXHIBITOR'S GUIDE

### Booth Fee

Type	Booth Fee	Remarks
Space Only	USD235/sqm	At least more than 2 booths
Shell Scheme	USD3,200/12sqm	Includes walls, fascia board, floor carpet, spotlights(3), round table(1), Chairs(3), Info. desk(1) and 1kw electricity
Shell Scheme for National Pavilions	USD3,400/12sqm	Includes special fascia board and banner

### Discount Policy

Type	Rate	Remarks
2018 Exhibitors	10%	
Early bird	10%	By February 28, 2019
Big-sized booth	10%	Over 36sqm

**Ref.) Maximum discount rate is 25%**

### Application

- [www.koaashow.com](http://www.koaashow.com) > English > Exhibitors > Application
- Contact: T. +82-31-433-0023, domestic@koaashow.com

### Booth Allocation

Exhibitors can choose their booth location.

1<sup>st</sup> choice: Big-sized booth and Pavilions

Others: In the order of application



**Image of Shell scheme booth**

# KOAASHOW 2018 Show Report



- Scale: 18,000sqm
- Exhibitors: 316 from 8 countries  
     Domestic 248, International 68  
     (China, Czech, India, Japan, Korea, Malaysia, Taiwan, USA)
- Visitors : 9,236 from 62 countries  
     Domestic 8,345, International 891

## [Exhibitors Survey Report]

<Satisfaction>

Very Good	10.9%
Good	37.8%
Normal	31.9%
Not good	15.1%
Very bad	4.2%

<2019 Re-participation plan>

Participation	12.6%
Positive	61.9%
Normal	1.7%
Negative	19.3%
Nonparticipation	5.0%

**Satisfaction shows 80.7% is above the average.  
73.9% will re-participate or positive.**

