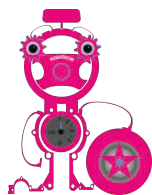


| Korea Automotive Industry Exhibition |

# KOAA SHOW

Powered by **GTT**



## KOAA SHOW 2018

15<sup>th</sup> Korea Automotive Industry Exhibition  
Powered by *Global Transportech (GTT)*

10.17 ▶ 19 · Songdo ConvensiA, Korea

# KOAASHOW 2018



## The Two Major Exhibitions in Korea are Combined

KOAASHOW and Global TransporTech(GTT), another major exhibition, in Korea, have come together last year. As the result of it, KOAASHOW powered by GTT has become the only one automotive trade show in KOREA.

## The Largest Automotive Industry Trade Show in Korea

KOAASHOW is the longest running and the largest automotive industry exhibition by number of exhibitors and visitors.

## Covers Everything about The Automotive Industry

Material, Electronics, Maintenance, Engineering facility, Hybrids & PEV, and Present&Future trends as well as Auto parts

## Services Offered to KOAASHOW Exhibitors & Partners

- Providing Buyers' purchasing inquiries for exhibitors
- One-on-one business meetings between buyers and exhibitors
- Organizing various co-events

## ● Why Korea?

- World's 5th largest automobile manufacturing country
- Declining market share of Korean auto makers
- Increased demand for imported automobiles and related products
- Free trade agreements between Korea and many countries
- Vital part of Northeast Asia that produces over 50% of the world's automobiles

## Title

KOAASHOW 2018 (Korea Automotive Industry Exhibition)  
powered by GTT (Global TransporTech)

Date	2018. 10. 17 – 19
Venue	Songdo ConvensiA , Incheon
Scale	20,000sqm with 500 exhibitors
Organizers	AIN Global and KOTRA
Website	<a href="http://www.koaashow.com">www.koaashow.com</a>

## Exhibits

**Parts for Powertrain, Chassis, Steering, Climate control**

**Electronic components** Motor, Sensor, Connector, PCB, Relay, Harness, etc.

**Lightweight components** Aluminum and New Composite Materials, etc.

**Multifunctional Parts** Rubber, Tape, Pipe, Tube, Steel, Metal, etc.

**IT/Infotainment** Semiconductor, Camera, Lidar, HUD, TPMS, Bluetooth, Black box, etc.

**Materials/Chemicals** Polyurethane, Silicone, Engineering Plastic, Polymer, Paint, etc.

**Accessories/Tuning** Interior/Exterior, Film, Wheel, Spoiler, Muffler, Shock Absorber, Audio, etc.

**Car Care** Oil, Additive, Abrasive, Adhesive, Wax, Cleaner, Car Wash Products, Air Freshener, etc.

**Equipment** Tester, Printer, Scope, Scanner, Software, etc.

**Maintenance** Tools and case, Lift, Oil Exchanger, Wheel Alignment, etc.

**New Technologies**

## Main Buyers from...

Auto makers / Auto Parts and Accessories Manufacturers / Distributors  
Superstore Shopping Mall / Transportation /  
Garage / Related Industries (Electron-IT-Chemical-Steel, etc.)

# EXHIBITOR'S GUIDE

Online Application [www.koaashow.com](http://www.koaashow.com) › English  
Any Inquiries [koaashow@koaashow.com](mailto:koaashow@koaashow.com) / [leewgw@ainglobal.org](mailto:leewgw@ainglobal.org)  
Tel. +82-31-433-4069

## Booth Fee

Type	Booth Fee	Remark
Space Only	USD 2,820/booth (12m <sup>2</sup> )	Provides space only (At least more than 2 booths)
Shell Scheme	USD 3,200/booth (12m <sup>2</sup> )	Includes walls, floor carpet, Company signboard, 3 spotlights, 1 round table 3 Chairs, 1 information desk and 1 kw electricity

### \* Discount Policy (Max. 25%)

- Early bird applicant : 10% (By February 28, 2018)
- 2017 exhibitors : 10%
- Big-sized booth : 10% (occupation over 48sqm)

### \* Booth Allocation

Choose booth number among the available booths remaining at the time of application

## Advertisement Rates of Official Directory

Position	Rate / Page
Back cover	USD 3,000
Inside / Facing inside front cover	USD 2,000
Inside / Facing inside back cover	USD 1,500
Inside (Color)	USD 1,000
Website banner	USD 300/month
	USD 3,000/year

\* Special Discount (Max. 20%) KOAASHOW Exhibitor (10%), Ad. Over 2 pages (10%)

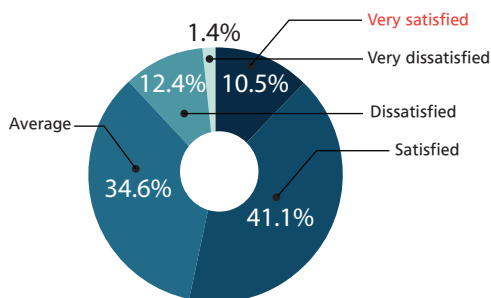
\* Contact +82-31-433-0023 / [ainglobal@ainglobal.org](mailto:ainglobal@ainglobal.org)

# POST SHOW REPORT

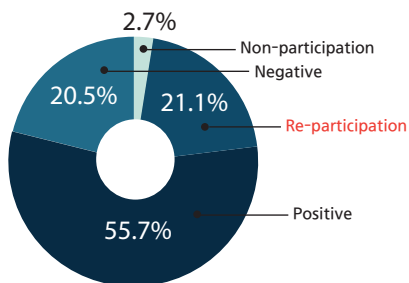
## ● KOAASHOW 2017 Report

Space	20,000m <sup>2</sup>
Exhibitors	344 companies from 7 countries
National Pavilions	China, India, Taiwan
Visitors	13,186 professional buyers from 64 countries

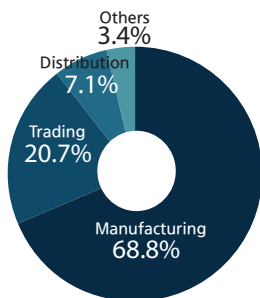
### | Exhibitor's Survey |



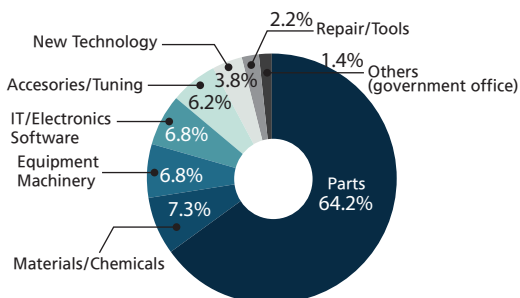
| Satisfaction levels |



| Re-participation plan |



| Business types |

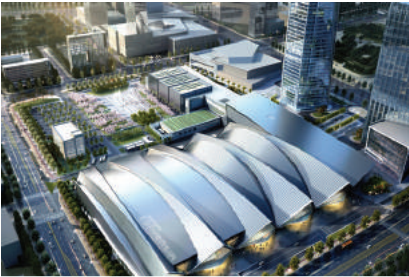


| Products |



Online Pre-registration \_ Free Admission

- Deadline **October 12, 2018**
- [www.koaashow.com](http://www.koaashow.com) > English > Visitors > Pre-registration



Venue \_ Songdo ConvensiA, Incheon



Direction to the venue

Address : 123 Central Street, Yeonsu-gu, Incheon

For further information, please visit <http://visitincheon.or.kr/Smice/smice/sc/about/location.do>

## Accommodation



For further information, please visit [http://visitincheon.or.kr/Smice/smice/sc/incheon\\_info/accom\\_list.do](http://visitincheon.or.kr/Smice/smice/sc/incheon_info/accom_list.do)

# KOREAN ECONOMY & AUTOMOTIVE INDUSTRY

## 2017 Economy

Korea has joined the “30–50 club”, with its per-capita gross national income (GDI) surpassing \$30,000 and its population over 50 million.

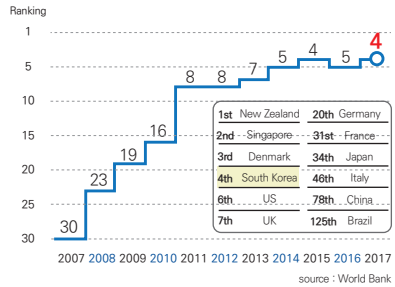
The economy of Korea is the **11th** largest in the world and rose 3.2%.

### \* Credit Rating

Agency	Rating	Outlook
S&P	AA	stable
Moody's	Aa2	stable
Fitch	AA-	stable

### \* Business Environment Ranking

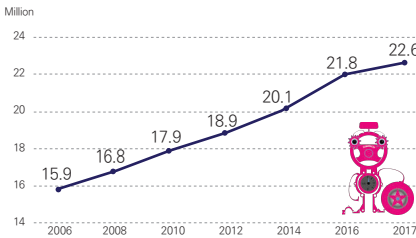
World's Fourth-Best by the World Bank



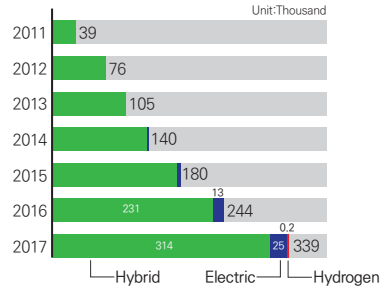
## Automotive Industry

The automotive industry in South Korea is the **sixth-largest in the world measured by automobile unit production** and the fifth-largest by automobile export volume.

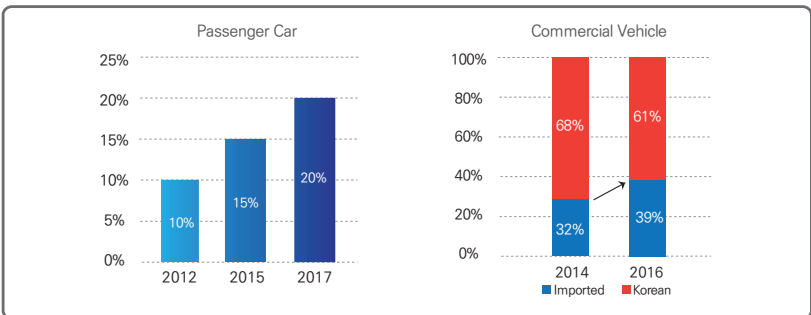
### \* Total Number of Cars Registered



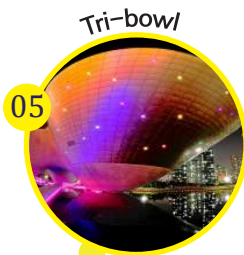
### \* Number of Green Cars Registered



### \* Changes of Market Share of Imported Cars in Korea



# KOASHOW 2018 Entertainment in INCHEON



\* source : Incheon Tourism Organization

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