

PROFILE

:	KOAAshow 2007 * ‘ Autotronics 2007 ’
:	2007. 9. 17()~20()
:	KINTEX
:	15 400 / 15,553sqm
:	,
:	, SAE International(), IMAG()
:	, , , , ,
:	<ul style="list-style-type: none"> • (SAE Int'l) • () • Aftermarket (kotra) • Aftermarket (kotra)

[]

SAEInternational

- SAE International

(101)
SAE World Congress & Exhibition
SAE
(Pavilion) 가가 .

- IMAG

München Messe
KOAAshow

가



EXHIBITS



H/W & S/W, / , , , , ,

- **OEM Aftermarket**

- : Engine Structure, Air/Fuel Management, Fuel Handling
- : Clutch, Transmission, Axle, Differential, 4WD
- : Steering, Damper, Brake
- & : Body/Frame, Bumper, Fuel Tank, Sunroof, Glass, Door
- : Seat, Trim, Airbag System, Instrument Panel Ass'y, Dash Boards
- : Heater, Ventilator, Air Conditioner, Air Purifier, Air Duct
- : Bearing, Bolt, Coupling, Gear, Joint, Bellows

- ,
 - & : Compass, Drink Thermos, Floor Mats, Carpets
 - : Car Covers, Cargo & Luggage Racks, Flash Lights, Halogen Lights
 - : Gloves & Underwear, Helmets, Shoes, Suits
 - : Air Intake, Performance Parts

- ,
 - **Engineering Tool & Service** : CAD/CAM/CAE, Computer H/W & S/W
 - **Product Machinery** : Ass'y Line, Cutting M/C & Tool, Forming M/C & Tool

- ,
 - / / , , , , , ,

- &
 - : / / / / Tire, Tire Valve
 - : Alloy Wheel/Rims, Steel Wheel/Rims, Wheel Bolt/Nut, King Pin

- - : Pipe, Plastic, Rubber, Abrasive, Film, Fabric, Leather, Car Care Material
 - : Lubricants, Oil, Fuel

- : ,
- &
 - : Auto Insurance, Car Lease, Driving School, Educational System
 - : ISO, QS, VDA
-

AUTO TRONICS 2007

❖ 'Autotronics 2007'

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/ ,

Why KOAAshow?

- ('04 , '05'~'07')
- 7
- 가

202 ('04) 294 ('05) 307 ('06)

- 자동차부품 해외 마케팅 전용인프라 (AutoAsiaNet) 운영
- 자체보유 20만여 해외바이어정보 활용 참가업체 수시 프로모션

- 북미와 유럽 공동주관기관
- 중국, 인도 등 아시아와 UAE, 터키 등 이슬람권 까지 폭넓은 에이전트
- 코트라 해외무역관 가세

- 15차례 이상의 해외유력 관련박람회 현장 홍보
- 국내외 각종 매체 광고 및 기사게재
- 20여 만개 자체보유 해외바이어대상 정기 뉴스레터 발송
- 자동차산업계, 학계, 유관기관 등 참관 초청장 대규모 발송 등

- GM, PSA, AUDI-VOLKSWAGEN, FORD 등 글로벌 OEM 대거 참관
- 보쉬, 델파이, 마그나 등 세계 100대 부품업체의 약 30%가 참관

- 단일품목 최대규모의 해외바이어 유치 ('04년 884명, '05년 1,383명, '06년 1,074명)

• 2007

1,500

- 참가업체별 상담희망 해외 유력바이어 유치 및 초청 지원

- 참가업체와 참관바이어간 사전 매치메이킹 주선



Fact Sheet

이름 :	KOAAshow 2006 * 'Autotronics 2006'
기간 :	2006. 9. 26()~29()
장소 :	KINTEX
주최 :	2004
주최자 :	
주최자 :	
주최자 :	
주최자 :	() , SAE International() , IMAG()
주최자 :	1. (SAE Int'l)
주최자 :	2. (SAE Int'l)
주최자 :	3. (KOTRA)

▪ KOAAshow 2006

가 가 , 가 가
가 가
2007
 , , , / ,

▪ Autotronics 2006

Convergence

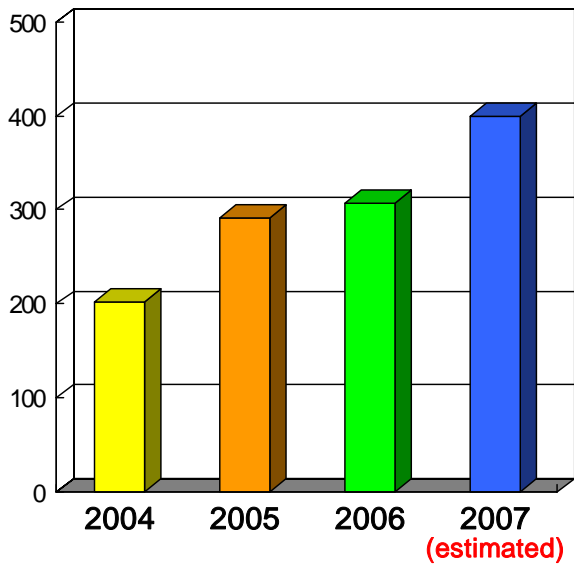
EXHIBITORS

가 ():	307
-	217
-	90
가 *:	11
(sqm):	11,000

* China, France, Germany, Hong Kong, India, Malaysia, Slovenia, Taiwan, Turkey, U.S.A

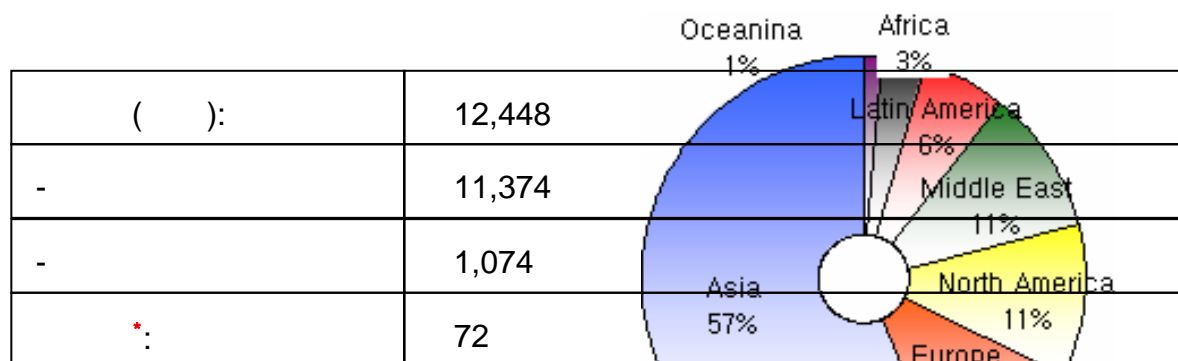


가



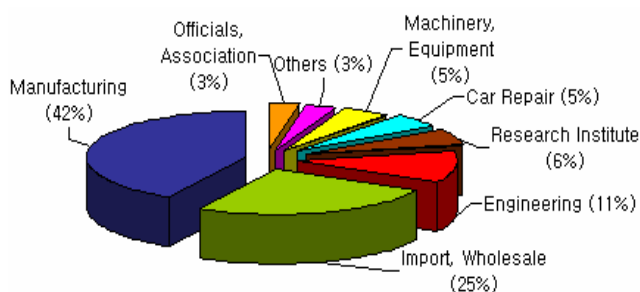
- Parts & Systems : 62%
 - OEM, Aftermarket
 - Electronics
- Car Accessories & Tuning : 18%
- Car Repair, Maintenance & Service : 16%
- Machinery & Facility : 4%

VISITORS

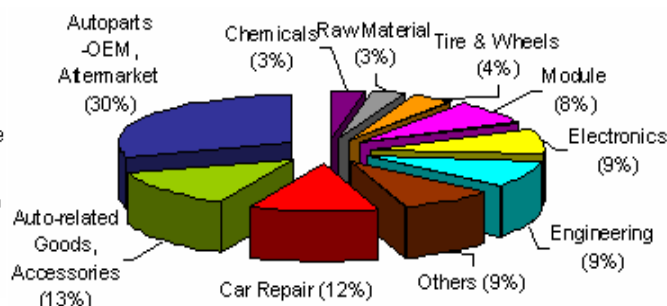


*

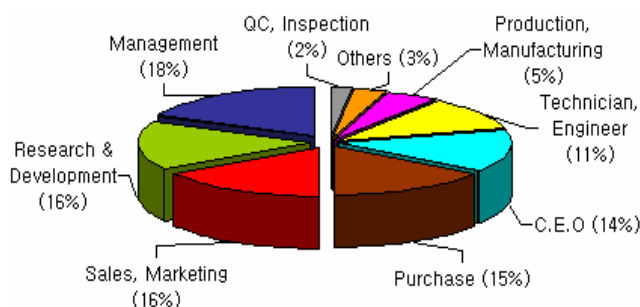
Business Category



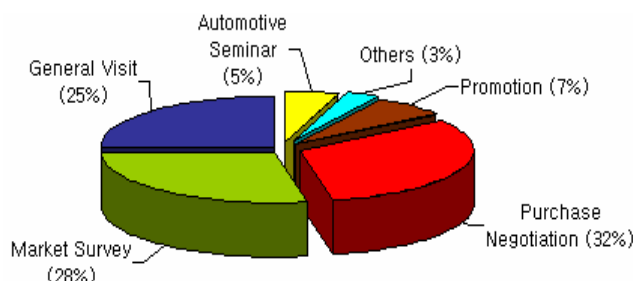
Field of Interest



Job Title



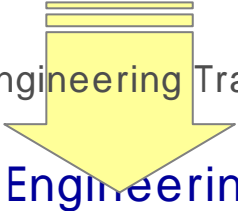
Purpose of Visit



2004 Technical & Marketing Conference

2005 Engineering Training Program

2006 Engineering Training Program



SAE International

2004
10

가 . 2006



CAN

Controller Area Network for Vehicle Application
09:00~17:00, Sept. 27 – 29

- : CAN
- : Dr. Mark Zachos (現 Dearborn Group)



E/S

Distributed Automotive Embedded Systems
09:00~17:00, Sept. 27 – 29

- : E/S ,
- : Dr. Juan R. Pimentel (現 Kettering Univ.)



T/M

Fundamentals of Modern Vehicle Transmissions
09:00~17:00, Sept. 27 – 29

- : , ,
- : Dr. William Mark McVea (現 KBE Inc.)



Subject	Speaker
Major Issues of Automotive Embedded Systems	/
Distributed Software	Bruce Emaus/Vector CANtech
LIN and J2602 Networking Applications, and future	Mark Zachos/Dearborn Group
FlexCAN: A Safety-Oriented Automotive Protocol and Architecture	Juan R. Pimentel/Kettering Univ.
A Prototype Distributed Architecture for Safety Critical Automotive Systems	Peter Miller/Ricardo
Managing the Complexity of Vehicle Electronics by Proper Testing	Herbert Hanselmann/dSPACE
Implementing New Standards in Automotive with Next Generation Microcontrollers AUTOSAR, Flexray	/Freescale
Diagnostic Technologies Shift into High Gears	Mark Jenson/Vector CANtech
Automotive Distributedness-the Future and Industry Impact Panel discussion	All Panels

5 가

kotra

C.E.O 가

9 26

09:00 - 9:05	/	Daniel Malone /
09:05 - 10:00	FTA가	Bernard Sweckcki / CAR
10:00 - 10:50		Charles Freeman / USTR
11:00 - 11:25		Maureen Krauss / 美Oakland
11:25 - 11:50	(PL, , Warranty)	Daniel Malone /
12:00 - 13:00		Johnny Saldanha / GM
14:00 - 15:00	OEM	/ KOTRA
15:00 - 15:50		Vrbica Gorazd /
16:00 - 16:50		()

9 27

09:00 - 17:50	, , A/S, , U.A.E, ,	
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가



가

가 (가 50%)

3 가 가 2007 가

: 2007. 9. 15~16
KOAAshow 2007 : 2007. 9. 17

: 2007. 8. 15

(1 12sqm)

				3
	250	210	20	50
	US\$2,800	US\$2,400		

가

()

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