

1. IoT Korea Exhibition 2015

Date : October 28(Wed)~30(Fri), 2015

Venue : COEX Hall D, Seoul, Korea

Number of Exhibitors : 366 Booths 152 Companies

o Korean : 338 Booths, 135 Companies

o Overseas : 28 Booths, 17 Companies

Classification	Major Exhibitors
Overseas	Inter Digital, ADLINK Technology, Anyconnect, Freewave Technologies, GIGA-BYTE Technology, K-Solution Consulting, MINMAX, Etc.
Korean	SKTelecom, KT, LGU+, EXAX INC, BEGINS CO.,LTD, BARUN ELECTRONICS, DASANNETWORKS, HANDYSOFT INC, IDOLINK CO.,LTD, BONANETWORKS, AM TELECOM CO.,LTD, NETHOM, UTAREX CO.,LTD, MAXFOR TECHNOLOGY INC., KICSYSTEMS CO.,LTD, Etc.



Number of Visitors : 21,683 from 45 Countries

Classification	Oct. 28(Wed)	Oct. 29(Thu)	Oct. 30(Fri)	Total
Korean	4,363	6,826	10,248	21,437
Overseas	105	84	57	246
Total	4,468	6,910	10,305	21,683

※ Overseas : USA, Taiwan, China, Japan, Hong Kong, Malaysia, Singapore, Canada, Germany, France, Sweden, Spain, Finland, Chile, Vietnam, Etc.

Organized by : Korea IoT Association

Sponsored by : SKT Platinum , PTC Gold

□ (Exhibitor) Result of Survey

① Participation of Purpose

Classification	Rate(%)
To acquire new customer	44.6
Introduce new products	44.6
Improving brand image	5.9
Trend in the industry and information gathering	1.0
Sales of product	2.9
Maintaining good client relations	1.0
Total	100

② Satisfaction of Buyers

Classification	Rate(%)
Very good	19.8
Satisfied	69.4
Fair	9.9
Unsatisfied	0.9
Total	100

③ Achievement of participating in the Show

Classification	Rate(%)
Very good	20.7
Satisfied	64.9
Fair	13.5
Unsatisfied	0.9
Total	100

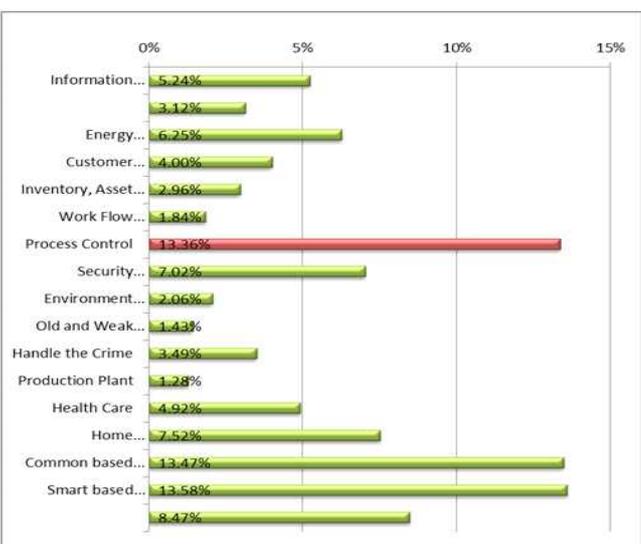
④ Plan to participating in 2016 Show

Classification	Rate(%)
Highly	38.2
Negative Consideration	0.9
Positive Consideration	60.9
Total	100

□ Visitors Analysis

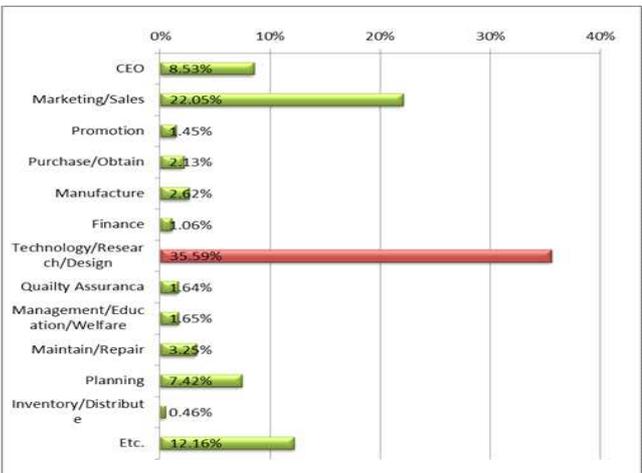
< Industrial Classification of Visitors >

Classification	Response	Rate(%)
Information Management	2,409	5.24%
Disaster counter measure	1,434	3.12%
Energy Management	2,877	6.25%
Customer Management & Service Management	1,841	4.00%
Inventory, Asset Management	1,364	2.96%
Work Flow Management	845	1.84%
Process Control	6,148	13.36%
Security Manangement	3,229	7.02%
Environment Management	948	2.06%
Old and Weak support	656	1.43%
Handle the Crime	1,605	3.49%
Production Plant	590	1.28%
Health Care	2,263	4.92%
Home automation service	3,458	7.52%
Common based platform(Cloud)	6,198	13.47%
Smart based platform (Big Data)	6,250	13.58%
Application platform	3,896	8.47%
Total	46,011	100.00%



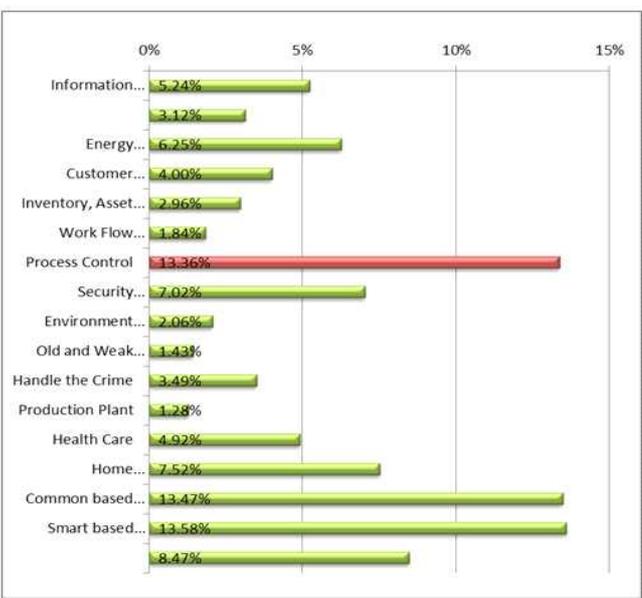
<Position of Visitors>

Classification	Response	Rate(%)
CEO	1,092	8.53%
Marketing/Sales	2,823	22.05%
Promotion	186	1.45%
Purchase/Obtain	273	2.13%
Manufacture	335	2.62%
Finance	136	1.06%
Technology/Research/Design	4,557	35.59%
Quality Assurance	210	1.64%
Management/Education/Welfare	211	1.65%
Maintain/Repair	416	3.25%
Planning	950	7.42%
Inventory/Distribute	59	0.46%
Etc.	1,557	12.16%
Total	12,805	100.00%



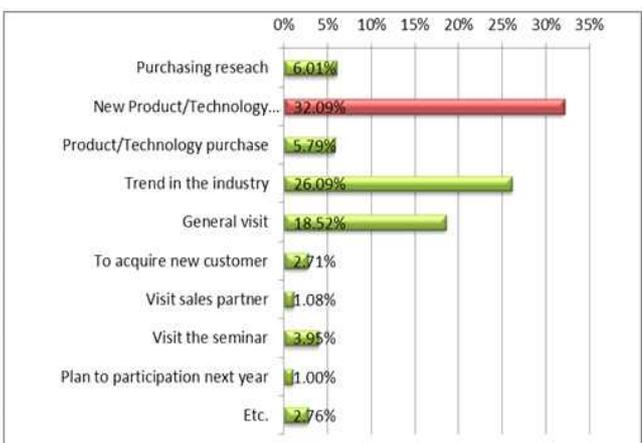
< Interest part of Visitors >

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<Object of Visit>

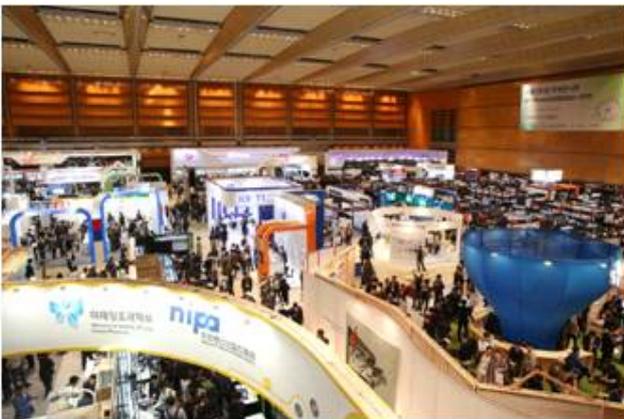
Classification	Response	Rate(%)
Purchasing reseach	1,192	6.01%
New Product/Technology information gathering	6,366	32.09%
Product/Technology purchase	1,148	5.79%
Trend in the industry	5,176	26.09%
General visit	3,673	18.52%
To acquire new customer	537	2.71%
Visit sales partner	214	1.08%
Visit the seminar	783	3.95%
Plan to participation next year	199	1.00%
Etc.	548	2.76%
Total	19,836	100.00%



<Foreign National of Visitors>

Country	Response	Rate(%)	Country	Response	Rate(%)
AUSTRALIA	2	0.81%	MONGOLIA	4	1.63%
AUSTRIA	3	1.22%	MOROCCO	1	0.41%
CAMBODIA	1	0.41%	NETHERLANDS	1	0.41%
CANADA	4	1.63%	PANAMA	1	0.41%
CHILE	1	0.41%	POLAND	1	0.41%
CHINA	26	10.57%	RUSSIA	1	0.41%
COLOMBIA	3	1.22%	SAUDIARABIA	1	0.41%
CZECH REPUBLIC	3	1.22%	SINGAPORE	7	2.85%
DOMINICA	1	0.41%	SPAIN	2	0.81%
FINLAND	3	1.22%	SRILANKA	2	0.81%
FRANCE	8	3.25%	SWEDEN	2	0.81%
GERMANY	9	3.66%	SWITZERLAND	5	2.03%
GHANA	1	0.41%	SYRIA	1	0.41%
HONG KONG	4	1.63%	TAIWAN	16	6.50%
HUNGARY	1	0.41%	TANZANIA	3	1.22%
INDIA	6	2.44%	THAILAND	16	6.50%
INDONESIA	4	1.63%	TURKEY	1	0.41%
IRAN	3	1.22%	U.K	5	2.03%
ITALY	1	0.41%	U.S.A	26	10.57%
JAPAN	30	12.20%	VIETNAM	2	0.81%
KAZAKHSTAN	3	1.22%	OTHER	18	7.32%
MALAYSIA	11	4.47%			
MEXICO	2	0.81%			
			Total	246	100.00%

□ 2015 Photo Gallery



2. IoT Korea International Conference

- Date : October 29(Thu), 2015
- Venue : COEX Hall E, Seoul, Korea
- Number of Participants : 764 Participants from 8 Countries
- Program

Track	Time	Main Topic			
Common Track	09:00-09:50	Registration			
	09:50-10:00	Door-Prize			
	10:00-10:10	Opening Ceremony (NATIONAL INFORMATION SOCIETY AGENT, Chairman)			
		Congratulatory Address			
	10:10-10:40	[Keynote 1] Towards Open IoT (SAMSUNG ELECTRONICS, June-Hee Lee, Vice President)			
	10:40-11:10	[Keynote 2] The Rise of Smart, Connected Products : Third Great Wave of IT-Driven Innovation (PTC, Thomas Roser , Vice President)			
	11:10-11:40	[Keynote 3] Achieving the Vision of Manufacturing Innovation 3.0 Thru a Connected Enterprise : New Industrial Revolution adopting IoT Technology (ROCKWELL AUTOMATION, Keith W. McPherson , Director)			
	11:40-12:00	[Keynote 4] The Prerequisite Conditions "Everything" : Telco's Point of View on IoT Technology and Ecosystem (SKT, Il-Kyu Huh, Senior Vice President)			
Professional Track	13:00-14:30	Track 1 New Business Development Strategy for K-ICT Internet of Things(IoT) Convergence	Track 2. IoT Industrialization Issues	Track 3 IoT Technology and Its Examples	Special Track. OCEAN(Open allianCE for IoT sTANDARD) Day
		Session 1. Manufacturing business model innovation through IoT Convergence	Session 4. IoT Industrialization Issues - Device, Platform, Security	Session 7. Maker(ICT DIY) and IoT	Session 1 OCEAN and Introduction on IoT Open-source
	14:30-14:40	Break Time			
	14:40-16:10	Session 2. IoT, Value creation for convenience and healthy life-cycle	Session 5. IoT Issues	Session 8. Application Cases (Home, Manufacturing/ Transportation, Safety)	Session 2 Examples of OCEAN Application and Its Business Model
	16:10-16:20	Break Time			
	16:20-17:50	Session 3. K-ICT content, global expansion strategy for the creative economy	Session 6. IoT International Cooperation Exemplification	Session 9. Application Cases (Food, Design, Intelligent Platform)	Session 3 Instruction on IoT Platform Interworking Technology

