IoT, 생각을 넘어 생활이 되다 !!
IoT, Innovation in life !!

IoT Korea Exhibition 2018
Post-show Report

September. 12(Wed) ~ 14(Fri), 2018

Korea IoT Association

1. Show Overview

　□ Date : September 12(Wed)~14(Fri), 2018

　□ Venue : COEX Hall C

　□ Key Exhibits

Classification	Products
IoT Application Services	Home appliances, Manufacturing, Car/traffic, City/safety, Health/medical care, Energy, Agricultural/livestock/fishery, Environment
IoT Convergence Products	Smart home/appliances, Health/medical care, Security, Energy, Private life
IoT Security	Device security, Communication/network security, Platform/service security
IoT Paltform	Open HW platform, Device platform, Things connected platform, Things data platform
IoT Devices	Sensor, RFID tag, Reader, Module, Antenna, Printer, Sensor node, Battery
Wired/wireless Communication and Network	Close range wireless communication, Mobile communication, Wire communication

　□ Number of Exhibitors : 400 Booths form 193 Companies

　 o Korean : 379 Booths from 184 Companies

　 o Overseas : 21 Booths from 9 Companies

　□ Number of Visitors : 21,094 from 41 countries

| Classification	Sep. 12(Wed)	Sep. 13(Thu)	Sep. 14(Fri)	Total
Korean	5,419	6,087	9,052	20,558
Overseas	141	159	236	536
Total	5,560	6,246	9,288	21,094

　- Overseas : Germany, Russia, Malaysia, USA, Vietnam, Singapore, UK, India, Japan, China, Taiwan, etc.

2. Analysis

□ Visitor Analysis

① Industrial Classification of Visitors

Classifaction	No. of Responses	Rate(%)
Agriculture, Forestry, Fisheries	169	0.99%
Manufacturer	3,212	18.77%
Electric/Gas/Water Supply, Sewage and waste, Environmental restoration	1,105	6.46%
Transfortation	153	0.89%
Distribution	827	4.83%
Construction	420	2.45%
Finance, Insurance	198	1.16%
Health care and welfare	121	0.71%
IT	4,746	27.73%
Entertainment	144	0.84%
Consulting	874	5.11%
Publication, Broadcasting and communication	417	2.44%
Facility management	154	0.90%
Government, Public	722	4.22%
Education	1,372	8.02%
Etc.	2,480	14.49%
Total	**17,114**	**100.00%**
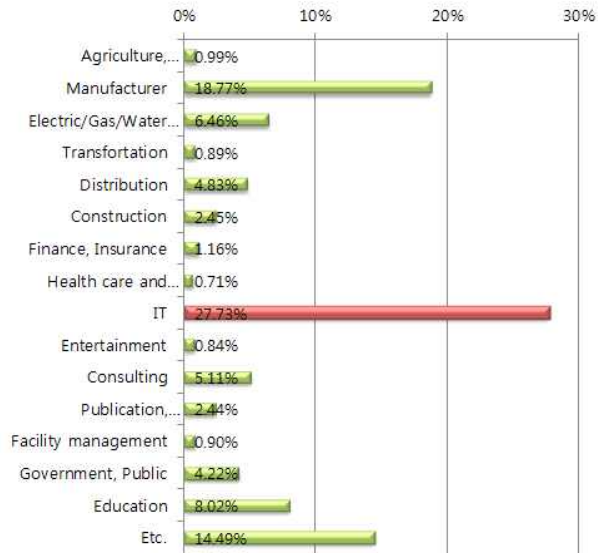
② Position of Visitors

Classifaction	No. of Responses	Rate(%)
CEO	1,266	7.43%
Marketing / Sales	3,022	17.75%
Promotion	245	1.44%
Purchase / Obtain	327	1.92%
Manufacture	481	2.82%
Finance	189	1.11%
Technology / Research / Design	5,455	32.04%
Quality assurance	271	1.59%
Management / Education / Welfare	428	2.51%
Maintain / Repair	736	4.32%
Planning	1,383	8.12%
Inventory / Distribute	81	0.48%
Etc.	3,144	18.46%
Total	**17,028**	**100.00%**
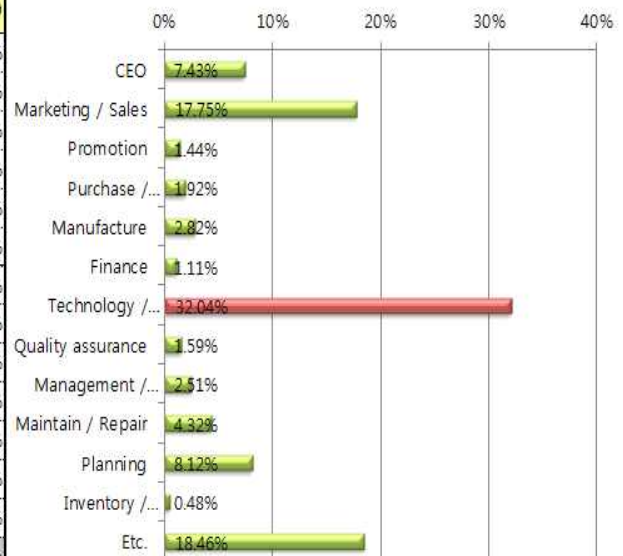
③ Interest part of Visitors

Classifaction	No. of Responses	Rate(%)
Home / Appliance	9,743	23.21%
Energy	5,535	13.18%
Manufacturing	5,209	12.41%
Automotive / Transportation	5,433	12.94%
City / Safety	4,921	11.72%
Environment	3,130	7.46%
Health / Medical	4,790	11.41%
Etc.	908	2.16%
무응답	2,315	5.51%
Total	41,984	100.00%
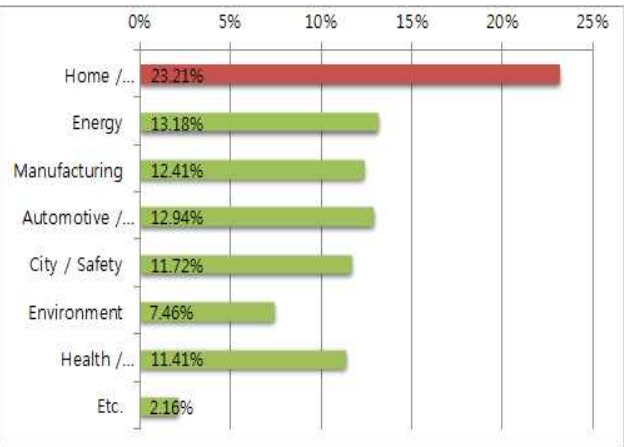
④ Object of Visit

Classifaction	No. of Responses	Rate(%)
Pruchasing research	806	4.66%
New product / Technology information gathering	6,994	40.42%
Product / Technology purchase	670	3.87%
Trend in the industry	3,534	20.42%
General visit	4,033	23.31%
To acquire new customer	330	1.91%
Visit sales partner	86	0.50%
To attend the seminar	408	2.36%
Plan to participation next year	43	0.25%
Etc.	401	2.32%
Total	17,305	100.00%
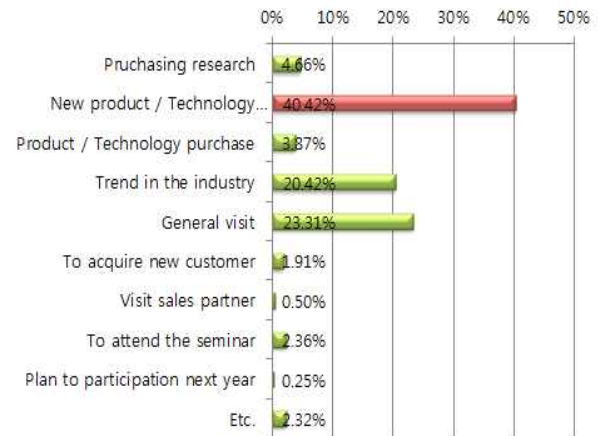
□ Result of Exhibitor Survey (115 companies)

① Participation of Purpose

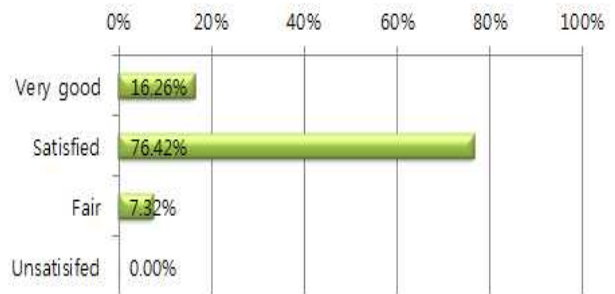| Classifaction	Rate(%)
To acquire new customer	47.00%
Introduce now products	34.80%
Improving brand image	9.60%
Trend in the industry and information gathering	1.70%
Sales of products	4.30%
Maintaining good client relations	2.60%
Total	100.00%
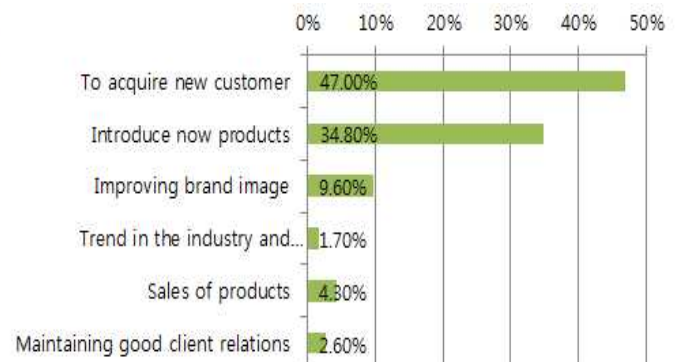
② Plan to participating in 2019 Show

Classifaction	Rate(%)
Highly	48.36%
Negative Consideration	0.82%
Positive Consideration	50.82%
Total	**100.00%**
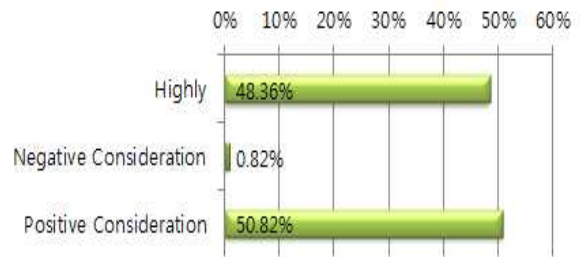
③ Satisfaction of Buyers

Classifaction	Rate(%)
Very good	16.26%
Satisfied	76.42%
Fair	7.32%
Unsatisifed	0.00%
Total	**100.00%**

④ Achievement of participating in the Show

Classifaction	Rate(%)
Very good	18.86%
Satisfied	66.39%
Fair	14.75%
Unsatisfied	0.00%
Total	**100.00%**

3. Pictures on site