



# 1. Show Overview

- Date : October 23(Wed)~25(Fri), 2019
- Venue : COEX Hall A
- Key Exhibits

| Classification          | Products  |
|-------------------------|---|
| IoT Intelligent Service | Smart Office, healthcare and medical, retail and logistics, agriculture, smart city, smart home appliances, etc.                            |
| IoT Network / Platform  | LoRa, NB-IoT, 5G and other network and platform(oneM2M, OCF, etc.) equipment  |
| IoT Security            | Information security, physical security, convergence techniques (transportation, medical, home appliances, etc.), blockchain security, etc. |
| IoT Devices             | Smart devices(remote reading, location, equipment monitoring, etc.), sensors, gateways, chipsets, modules, cards and tags, readers, etc.    |

- Number of Exhibitors : 360 Booths from 154 Companies
  - Korean : 339 Booths from 140 Companies
  - Overseas : 21 Booths from 14 Companies
- Number of Visitors : 17,324 from 32 countries

| Classification | Oct.23(Wed) | Oct.24(Thu) | Oct.25(Fri) | Total  |
|----------------|-------------|-------------|-------------|--------|
| Korean         | 3,634       | 5,556       | 7,620       | 16,810 |
| Overseas       | 97          | 286         | 131         | 514    |
| Total          | 3,731       | 5,842       | 7,751       | 17,324 |

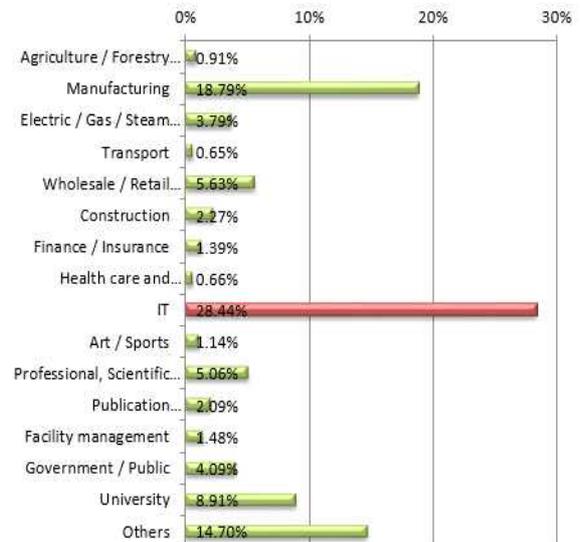
- Overseas : Denmark, Russia, Malaysia, USA, Vietnam, Singapore, Indonesia, Indonesia, Japan, China, Thailand, France, etc.

## 2. Analysis

### □ Visitor Analysis

#### ① Industrial Classification of Visitors

| Classification   | No. of Responses | Rate(%)        |
|--|------------------|----------------|
| Agriculture / Forestry / Fisheries / Mining  | 133              | 0.91%          |
| Manufacturing  | 2,745            | 18.79%         |
| Electric / Gas / Steam / Water supply, Disposal of Sewage/Waste, Environmental restoration | 554              | 3.79%          |
| Transport  | 95               | 0.65%          |
| Wholesale / Retail /Distribution   | 822              | 5.63%          |
| Construction   | 332              | 2.27%          |
| Finance / Insurance  | 203              | 1.39%          |
| Health care and Welfare  | 96               | 0.66%          |
| IT   | 4,155            | 28.44%         |
| Art / Sports   | 166              | 1.14%          |
| Professional, Scientific and Technical services(Consulting etc.)                           | 739              | 5.06%          |
| Publication /Broadcasting and Communications   | 306              | 2.09%          |
| Facility management  | 216              | 1.48%          |
| Government / Public  | 598              | 4.09%          |
| University   | 1,301            | 8.91%          |
| Others   | 2,148            | 14.70%         |
| <b>Total</b>   | <b>14,609</b>    | <b>100.00%</b> |

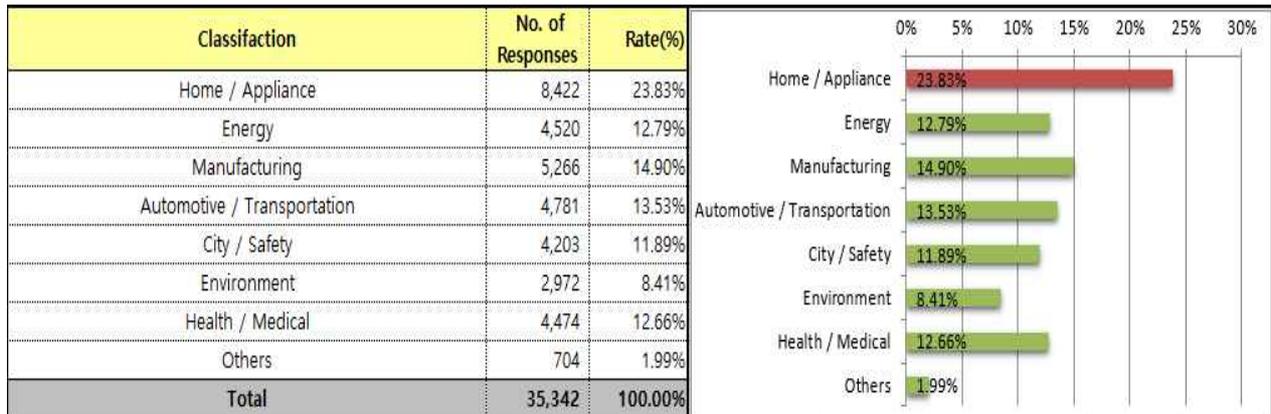


#### ② Position of Visitors

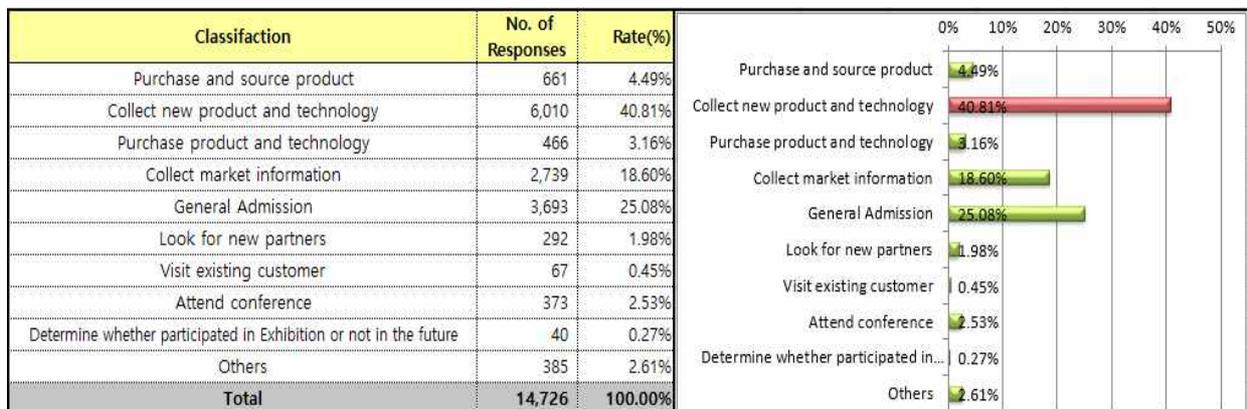
| Classification                        | No. of Responses | Rate(%)        |
|---------------------------------------|------------------|----------------|
| CEO                                   | 1,123            | 7.72%          |
| Marketing / Sales                     | 2,492            | 17.12%         |
| Promotion                             | 205              | 1.41%          |
| Purchasing                            | 258              | 1.77%          |
| Manufacturing                         | 325              | 2.23%          |
| Financing                             | 175              | 1.20%          |
| Engineering / Design                  | 4,726            | 32.47%         |
| Quality Control                       | 235              | 1.61%          |
| General Affairs / Education / Welfare | 347              | 2.38%          |
| Maintenance                           | 518              | 3.56%          |
| Planning                              | 1,177            | 8.09%          |
| Material Management / Transportation  | 95               | 0.65%          |
| Others                                | 2,877            | 19.77%         |
| <b>Total</b>                          | <b>14,553</b>    | <b>100.00%</b> |



### ③ Field of Interesting(Multiple Answers)

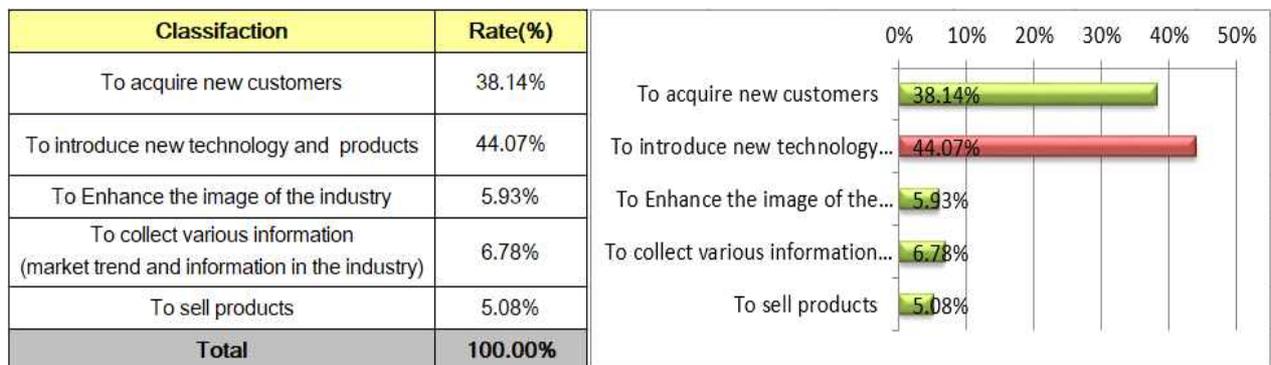


### ④ Purpose to Visit the show(Multiple Answers)



## □ Result of Exhibitor Survey (118 companies)

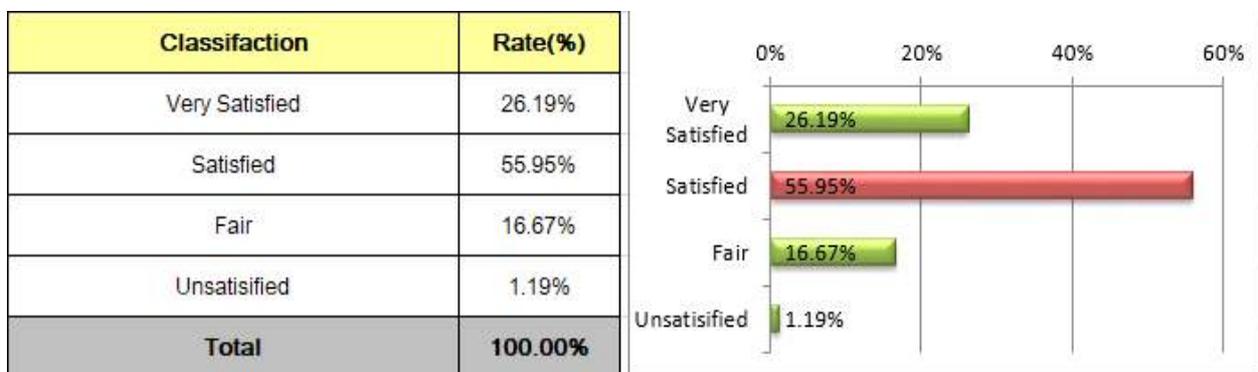
### ① Purpose of participation



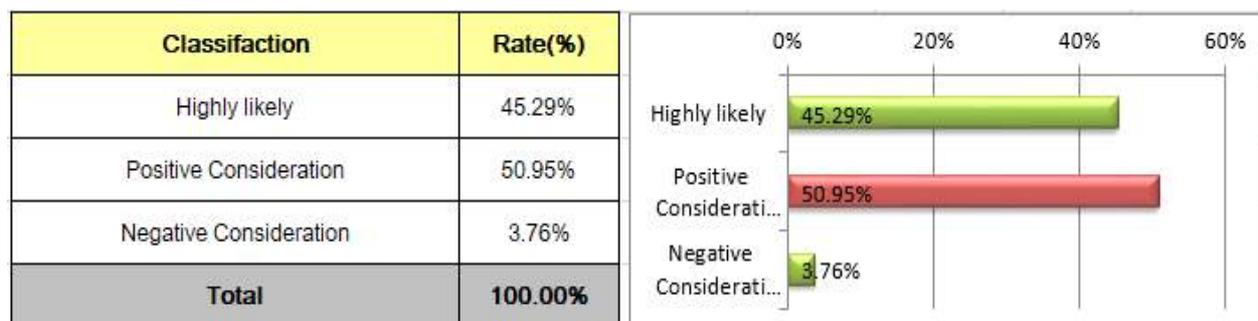
② Satisfaction of Buyers



③ Achievement of participating in the Show



④ Plan to exhibit at 2020 show



### 3. Pictures on site

