
AloT Korea Exhibition 2021

Post-show Report

October 20(Wed) ~ 22(Fri), 2021



Korea Intelligent IoT Association

1. Show Overview

- **Date** : October 20(Wed)~22(Fri), 2021
- **Venue** : COEX Hall C
- **Key Exhibits**

| Classification | Products |
|--|---|
| Devices/Platform Technology and Products | Chip, Modules, Sensor, Gateway, Tag, Reader, oneM2M Platform, Device Platform, etc. |
| Wired/wireless Communication and Network | 5G LoRa, NB-IoT, WPAN, WiFi, Beacon, etc. |
| AI Technology and Hardware | Big data, Machine learning, Computer vision, Voice/Pattern Recognition, AI optimized hardware, AI chips, Component, etc. |
| AIoT Services & Solution | Intelligent IoT services and solutions in City/Safety, Health/Medical Care, Home/Appliance/Office, Energy, Manufacturing, Car/Traffic, Environment, Distribution Logistics, Retailing, etc. |
| Smart Home& Life Products | Smart Interiors Tech(furniture, lighting, etc.), Smart devices (health/sports, education, entertainment, etc.), and Early adopter products, etc. |
| Security Solutions | Device Security, Communications/Network Security, Platform/Service Security, Biometric Security, etc. |

- **Number of Exhibitors : 250 Booths from 120 Companies**
 - Korean : 241 Booths from 115 Companies
 - Overseas : 9 Booths from 5 Companies
- **Number of Visitors : 10,037 from 6 countries**

| Classification | Oct.20(Wed) | Oct.21(Thu) | Oct.22(Fri) | Total |
|----------------|-------------|-------------|-------------|--------|
| Korean | 3,310 | 3,257 | 3,411 | 9,978 |
| Overseas | 25 | 22 | 12 | 59 |
| Total | 3,335 | 3,279 | 3,423 | 10,037 |

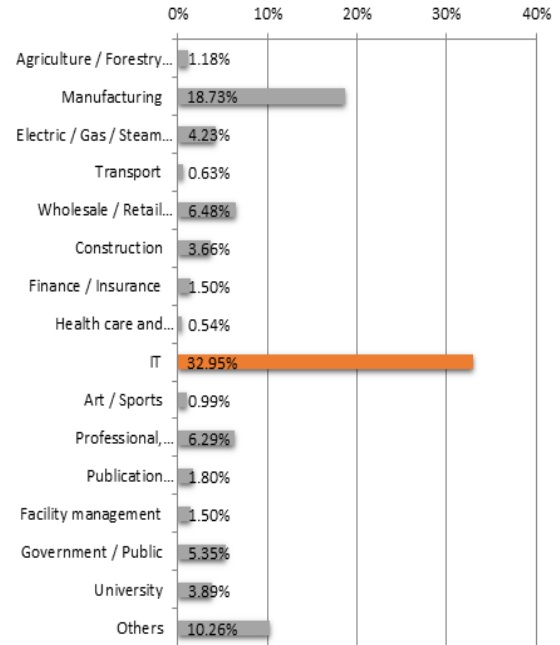
* Overseas Countries : China, Japan, Singapore, Spain, USA, etc.

2. Analysis

□ Visitor Analysis

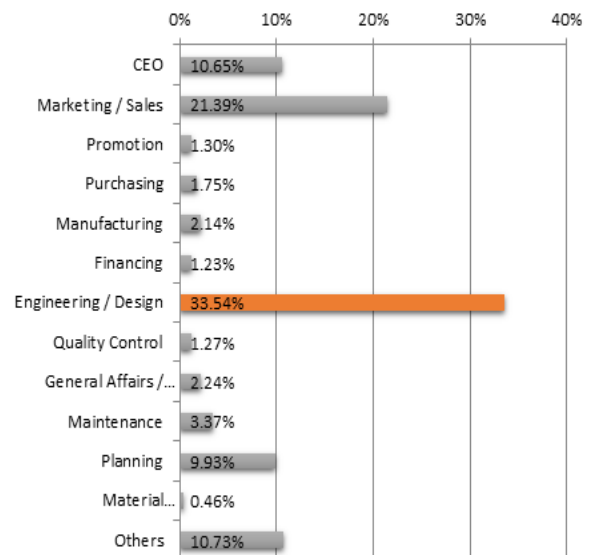
① Industrial Classification of Visitors

| Classification | Number | Rate(%) |
|--|--------------|-------------|
| Agriculture / Forestry / Fisheries / Mining | 114 | 1.18% |
| Manufacturing | 1,805 | 18.73% |
| Electric/Gas/Steam/Water supply, Disposal of Sewage·Waste, Environmental restoration | 408 | 4.23% |
| Transport | 61 | 0.63% |
| Wholesale / Retail / Distribution | 624 | 6.48% |
| Construction | 353 | 3.66% |
| Finance / Insurance | 145 | 1.50% |
| Health care and Welfare | 52 | 0.54% |
| IT | 3,175 | 32.97% |
| Art / Sports | 95 | 0.99% |
| Professional, Scientific and Technical services(Consulting etc.) | 606 | 6.29% |
| Publication / Broadcasting and Communications | 173 | 1.80% |
| Facility management | 145 | 1.50% |
| Government/Public | 516 | 5.35% |
| University | 375 | 3.89% |
| Others | 989 | 10.26% |
| Total | 9,636 | 100% |



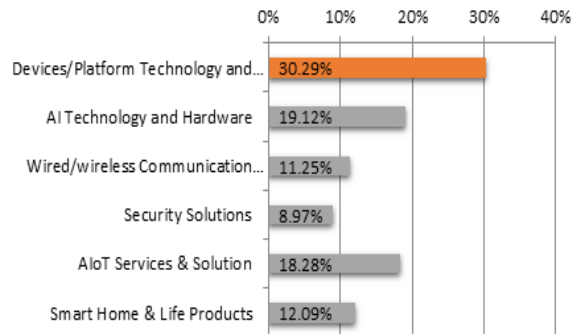
② Position of Visitors

| Classification | Number | Rate(%) |
|---------------------------------------|--------------|-------------|
| CEO | 1,026 | 10.65% |
| Marketing / Sales | 2,061 | 21.39% |
| Promotion | 125 | 1.30% |
| Purchasing | 169 | 1.75% |
| Manufacturing | 206 | 2.14% |
| Financing | 119 | 1.23% |
| Engineering / Design | 3,232 | 33.54% |
| Quality Control | 122 | 1.27% |
| General Affairs / Education / Welfare | 216 | 2.24% |
| Maintenance | 325 | 3.37% |
| Planning | 957 | 9.93% |
| Material Management / Transportation | 44 | 0.46% |
| Others | 1,034 | 10.73% |
| Total | 9,636 | 100% |



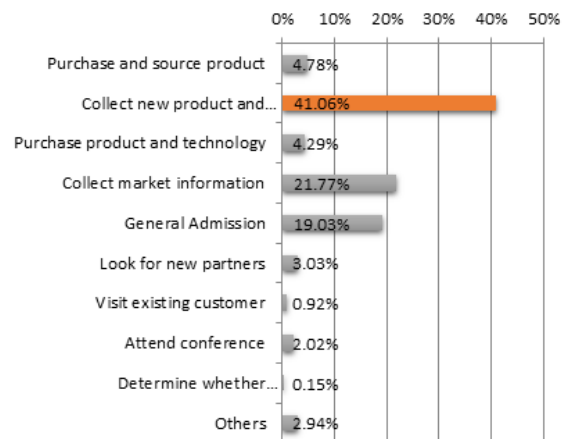
③ Field of Interesting(Multiple Answers)

| Classification | Number | Rate(%) |
|--|---------------|-------------|
| Devices/Platform Technology and Products | 6,385 | 30.29% |
| AI Technology and Hardware | 4,030 | 19.12% |
| Wired/wireless Communication and Network | 2,372 | 11.25% |
| Security Solutions | 1,890 | 8.97% |
| AIoT Services & Solution | 3,853 | 18.28% |
| Smart Home & Life Products | 2,548 | 12.0% |
| Total | 21,078 | 100% |



④ Purpose to Visit the show(Multiple Answers)

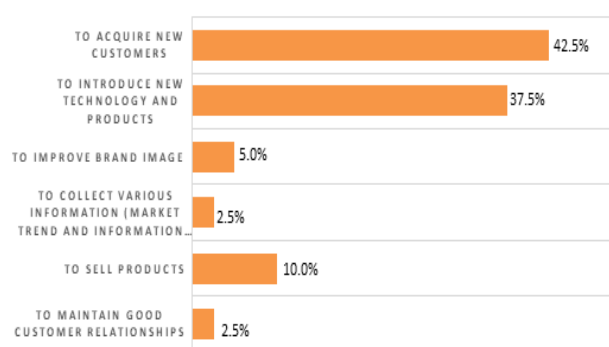
| Classification | Number | Rate(%) |
|---|--------------|-------------|
| Purchase and source product | 461 | 4.78% |
| Collect new product and technology | 3,957 | 41.06% |
| Purchase product and technology | 413 | 4.29% |
| Collect market information | 2,098 | 21.77% |
| General Admission | 1,834 | 19.04% |
| Look for new partners | 292 | 3.03% |
| Visit existing customer | 89 | 0.92% |
| Attend conference | 195 | 2.02% |
| Determine whether participated in Exhibition or not in the future | 14 | 0.15% |
| Others | 283 | 2.94% |
| Total | 9,636 | 100% |



□ Exhibitor Survey

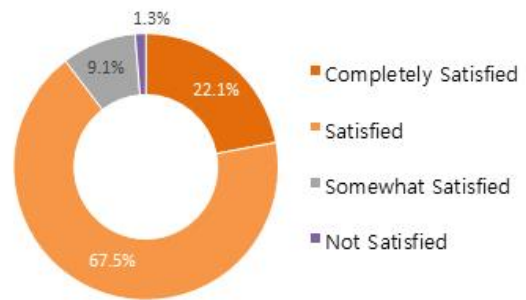
① Purpose of participation

| Classification | Rate(%) |
|---|-------------|
| To acquire new customers | 42.5% |
| To introduce new technology and products | 37.5% |
| To improve brand image | 5.0% |
| To collect various information (market trend and information in the industry) | 2.5% |
| To sell products | 10.0% |
| To maintain good customer relationships | 2.5% |
| Total | 100% |



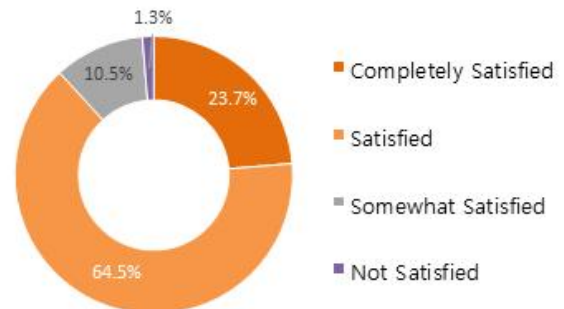
② Quality of Buyers

| Classification | Rate(%) |
|----------------------|-------------|
| Completely Satisfied | 22.1% |
| Satisfied | 67.5% |
| Somewhat Satisfied | 9.1% |
| Not Satisfied | 1.3% |
| Total | 100% |



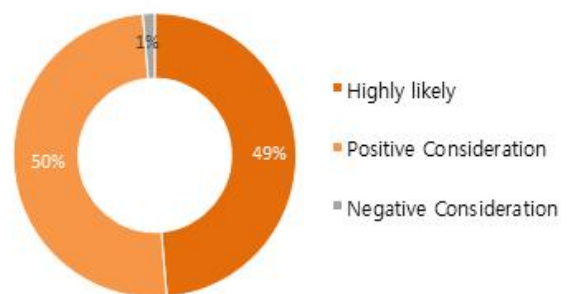
③ Goal Achievement(Satisfaction)

| Classification | Rate(%) |
|----------------------|-------------|
| Completely Satisfied | 23.7% |
| Satisfied | 64.5% |
| Somewhat Satisfied | 10.5% |
| Not Satisfied | 1.3% |
| Total | 100% |



④ Plan to participate the show again next year

| Classification | Rate(%) |
|------------------------|-------------|
| Highly likely | 49% |
| Positive Consideration | 50% |
| Negative Consideration | 1% |
| Total | 100% |



5. Photos on site

