

WORLD ^{IT} SHOW 2026

April. 22-24 | COEX, Seoul, Korea

BEYOND TECH, CONNECTING OPPORTUNITIES

In a world reshaped by AI and hyper-connectivity, change is no longer something we anticipate — it happens in real time.

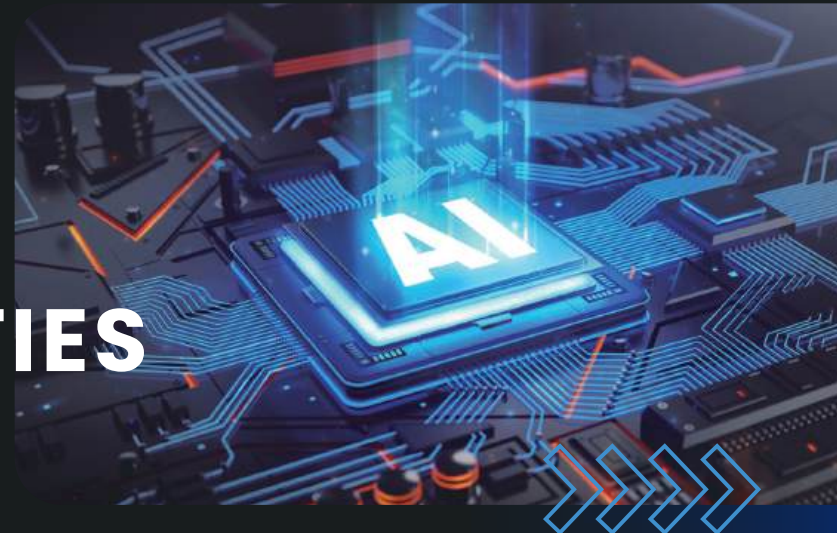
Generative AI, ultra-connected networks, edge computing, and low-power, high-performance hardware are constantly reshaping daily life and fueling the growth of a sustainable digital ecosystem.

Digital humans and AI agents are now capable of understanding emotion and reimagining user experiences, while smart mobility is redefining the structure of our cities.

Businesses are shifting from data-driven to insight-driven strategies — with success now depending on how accurately they can interpret and respond to user context.

What matters today is clear:
more human-centered AI, smarter connections, and more sustainable systems.

Discover your next breakthrough at WORLD IT SHOW 2026
— the platform that enables transformation beyond technology.



REVIEW WIS 2025

Leads the Next AI-Driven Ecosystem.

WIS 2025 brought together 450 companies from 17 countries, including Samsung, LG, SKT, and KT, presenting breakthrough innovations in AI, autonomous driving, smart homes, the metaverse, and robotics.

With the theme "AX Era: The Rise of Everyday AI," it positioned itself as a powerful business hub through conferences, tech showcases, and global networking.

In 2026, WIS evolves into a customized business platform—deepening AI-industry convergence and expanding the ecosystem that connects startups, enterprises, and investors.



No. of Visitors

47,539 Visitors



No. of Exhibitors

450 exhibitors from **17** countries,
1,300 booths



Business Meetings with Buyers

45 buyers from **12** countries
679 meetings (about **\$230** million)



Business Connecting (Mingling Zone)

203 matches:
50 buyers & investors × **52** exhibitors



WIS Innovation Awards

Awards in **17** categories



Major Press Report

Over **14** major media
and **844** press release

WORLD IT SHOW 2026

OVERVIEW

Date	April 22-24, 2026
Venue	COEX, Seoul, Korea
Host	Ministry of Science and ICT
Organizer	KITA, Korea Economic Daily, Electronic Times, COEX, K. Fairs, KAIT
Support	Ministry of Trade, Industry and Resources
Scale	500+exhibitors / 70,000+visitors (expected)
Programs	WIS Global ICT Insight Conference WIS Global ICT Buyer Export Consultation Business Connecting (Mingling Zone) WIS New Products & Technologies Presentation WIS Innovation Awards

What's in WIS 2026?



AI & Digital Intelligence

Generative AI, Multimodal AI, On-device AI, AI UX, Agent Platforms, AI Assistants, Digital Humans, Industry-specific AI Applications, Intelligent IoT, Quantum Computing, Quantum AI, etc.



Robotics & Intelligent Mobility

Industrial, Logistics, and Service Robots, Collaborative Robots, Autonomous Driving, Electric Vehicles, Smart Mobility, UAM, Robot Control Systems & Operational Software, etc.



Immersive Spatial Tech

Digital Twin Platforms, VR/AR/XR-based Simulations and Content, Spatial Computing, Immersive Interfaces, Entertech, etc.



Smart Life & Data Technologies

Smart Home/Office/Work Solutions, Smart Appliances, IoT Devices, Digital Healthcare, Wearables, Data Analytics & Storage, Blockchain Platforms (Web3, NFT, DID, Smart Contracts), Data Security, Privacy Protection, AI Security, etc.

WHY WORLD IT SHOW 2026?

Beyond Exhibition
Your Gateway to Korea and Global Markets.

➤ **AI Innovation at the Core**

Explore cutting-edge AI technologies across industries — from generative AI to intelligent mobility.
(Join 500+ exhibitors and connect with over 70,000 attendees.)

➤ **Connect with Korea's ICT Leaders**

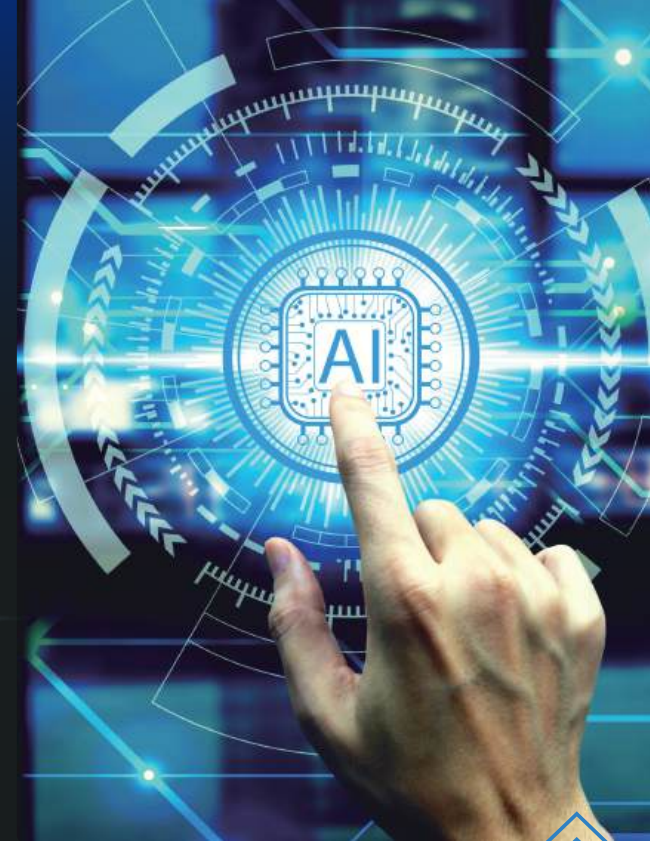
Dedicated networking programs such as the Mingling Zone and curated 1:1 business meetings foster high-value industry connections. International exhibitors can explore future opportunities in technology partnerships, content collaboration, and strategic investment.
Over 800 business consultations are expected, with 50+ buyers and investors from 15 countries.

➤ **A Launchpad for Growth in Korea**

WIS supports international companies seeking market entry and long-term success in Korea. Gain exposure to top-tier Korean firms, investors, and government stakeholders. Build your brand in Asia's most dynamic ICT environment through organic networking and on-site engagement.

➤ **Insights into Market-Ready Innovation**

Although exclusive to domestic companies, WIS's New Product & Technology Showcase is a must-see session. It highlights Korea's most innovative solutions and offers a valuable reference for identifying market trends and potential local partners and beyond.



INSIGHTS CHANGE NETWORK

Where Innovation Meets Insight, and Connections Spark Opportunity



WIS Global ICT Insight Conference

Date : April 22, 2026

Venue : Main Stage, COEX Hall C

In the era of AI-Native, the conference will provide key insights into AI connectivity and the redefinition of future industries.



Business Connecting – Mingling Zone

Date : April 22-23, 2026

Venue : Mingling Zone, COEX Hall B

Pre-matched meetings are at the heart of the Mingling Zone, creating a dynamic space where technology and people come together for impactful business engagement.



WIS 2026 New Products & Technologies Presentation

Date : April 23, 2026

Venue : Main Stage, COEX Hall C

A highlight of WIS, the showcase allows companies to present their latest innovations to buyers, investors, and media. Top 3 companies will be awarded and receive media exposure.

Participation Guide

Application Schedule

Early Bird ~Oct.24, 2025

Regular Application ~Mar. 6, 2026

Application Process

Complete the application form.



Submit the form via email.



Pay 50% deposit within 7 days of invoice.



Pay remaining balance and utility fees by Mar. 6, 2026.

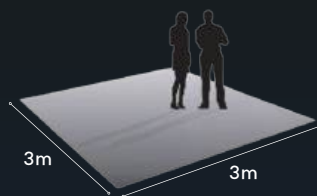
Booth Types

Category

Raw Space

Shell Scheme Booth

Premium Booth



Fee

USD 3,700/Booth

USD 4,200/Booth

USD 5,200/Booth

Remarks

Booth construction must be carried out by a stand contractor registered with COEX.

Includes Exhibit space, Walls, Carpet, Fascia boards, 3 Spotlights, 1 Information desk, 1Folding chair, 1 Socket

Includes upgraded booth construction by WIS's official stand contractor.

Discount

Early Bird Discount

Raw Space : USD 3,330/Booth, Shell Scheme : USD 3,830/Booth, Premium : USD 4,830/Booth

※ Raw space and premium booths require a minimum of 18 sqm



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