

# 「World IT Show 2025」 Show Report

## 1. Exhibition Overview

- Exhibition Name: WORLD IT SHOW 2025
- Date: April 24 - 26, 2025 (3 days)
- Venue: Hall A, B, C, Coex, Seoul, Korea
- Slogan: Driving Digital Transformation with AI, Leading the Future with Science & Technology
- Hosted by: Ministry of Science and ICT
- Organized by: Korea International Trade Association, The Korea Economic Daily, The Electronic Times, COEX, K.FAIRS, Korea Association for ICT Promotion, IITP, ITRC, NIPA.
- Supported by: Ministry of Trade, Industry and Energy(MOTIE)
- Programs
  - WIS Awards Ceremony
  - Global ICT Trend Insight Conference
  - Global ICT Buyer Export Consultation
  - Mingling Zone: Business Connecting
  - WIS New Products & Technology Presentation
  - Global Investment Forum
- Concurrent Events
  - ITRC Human Resource Development Festival 2025
  - ICT Tech Commercialization Festival 2025

## 2. Number of Exhibitors

Number of Exhibitors	Number of Booths
450 Exhibitors from 17 Countries	1,300 Booths

## 3. Number of Visitors

April 24(Thu)	April 25(Fri)	April 26(Sat)	Total
18,374	17,895	11,270	47,539

#### 4. WIS Awards Ceremony (Korea ImpaCT-ech Awards, WIS Innovation Awards)

- Date & Time: April 24, 2025 (10:50 - 11:40)
- Venue: Stage in Hall C, COEX
- An awards ceremony to motivate Korean companies driving innovation in ICT, support new growth opportunities in the sector, and broaden the related industries.

Category	Award	Winning Project – Company
Korea ImpaCT-ech Awards	Presidential Award(1)	World's first commercialization of On-device Generative AI technology – <b>SAMSUNG ELECTRONICS CO., LTD.</b>
	Ministry of Science and ICT Award(6)	Generative AI-based 3D Motion Generation SaaS 'Neuroird' – <b>NATION A</b>
		Genie TV Set-top Box 4 – <b>KT CORPORATION</b>
		4th Gen OLED - <b>LG DISPLAY CO., LTD.</b>
		Hyper Mig All-in-One Migration Solution – <b>MEGAZONE CLOUD CORP.</b>
		Spatial Information GRID-based Disaster Integrated Management System – <b>UTOBIZ</b>
		Water Quality Measurement Device 'Water Scanner' – <b>PIQUANT</b>
WIS Innovation Awards	KAIT President Award (1)	Legal Industry NeRF Simulation-based Converged Generation Platform, CEN – <b>AICHEMIST</b>
	The Korea Economic Daily President Award(1)	AI-based intelligent hearing aid technology 'Digital Ear Drug' – <b>ILIAS AI</b>
	Minister of Science and ICT Award (4)	Booxtory – <b>ARTYGENSPACE</b>
		Vital Tracker – <b>BIOCONNECT</b>
		Multi-modal AI Video Search – <b>10KM.AI</b>
		EVOVA 3D Showroom – <b>METOWN INC.</b>
	Excellence Award (4)	Ultra-precise Digital Twin Platform 'Around' – <b>TECHTREE INNOVATION</b>
		3D Auto-conversion Solution Accurately Reflecting Real-world Information 'P-Engine' – <b>P.SPACE</b>
		Customizable 3D Camera and Vision System – <b>MODIGENCEVISION</b>
		Humanoid Robot Hand DG-5F – <b>TESOLLO</b>

#### <On-site Photos>

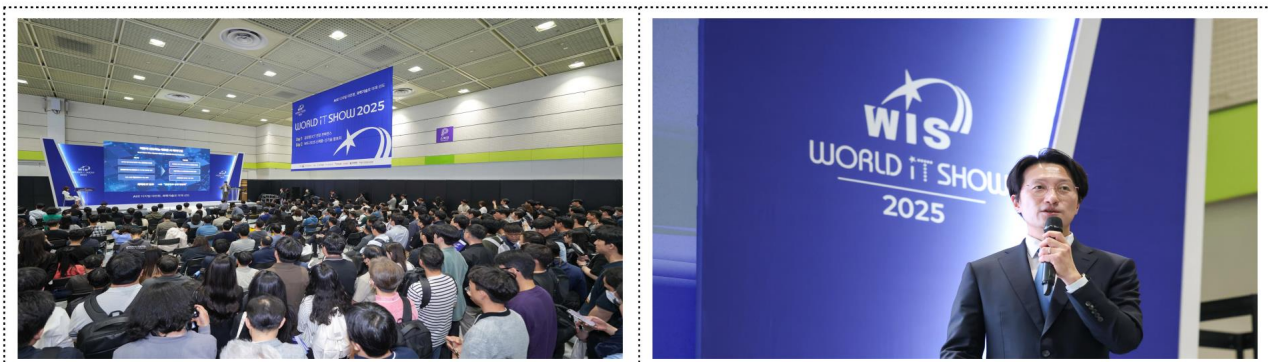


## 5. Global ICT Trend Insight Conference

- Date & Time: April 24, 2025. (13:00 - 16:30)
- Venue: Stage in Hall C, COEX
- Theme: AX (AI Transformation) Era: The Mainstreaming of AI

Time	Program
13:00~14:00 (Keynote)	<b>SAMSUNG SDS, Taehee Lee, Head of AI Research</b> - Opening the Agentic AI Era: Preparing for Sustainable Growth
	<b>SK TELECOM, Yongshik Shin, Vice President</b> - AI Transformation Led by AI Agents
	<b>APPLIED INTUITION, Qasar Younis, CEO (Video Message)</b> - Navigating the Road Ahead: The future of AI and automotive software
14:00~15:00 (Session1)	<b>KAKAO ENTERPRISE, Jihye Lee, Vice President</b> - Everyday Life and Society in the Era of AI: Changes Driven by Technology and the Increasing Importance of Human Values
	<b>DOUZONE BIZON, Chungjae Jeon, Senior Vice President</b> - AI-Driven Paradigm Shift in Enterprise Solutions
	<b>FPT SOFTWARE, Jaebeom An, Executive Vice President</b> - "A Rising IT Hub Empowering DX and AX for Businesses in Vietnam and Korea"
15:00~16:30 (Session2)	<b>MEGAZONE CLOUD, Dongmin Lee, Team Leder</b> - Hyper Mig: An All-in-One Migration Solution Transforming Enterprise Cloud Transitions
	<b>HANWHA AEROSPACE, Maehun Park, Head of Center</b> - Innovation in Unmanned Technologies and Autonomous Systems
	<b>GKES, Yeongchan Park, CEO</b> - It's All About Service Innovation! AI-Powered Predictive Monitoring Subscription Service
	<b>IBM Quantum, Changhui Pyo, Senior Vice President</b> - Business Innovation Strategy Through the Convergence of Quantum Computing and AI

### <On-site Photos>

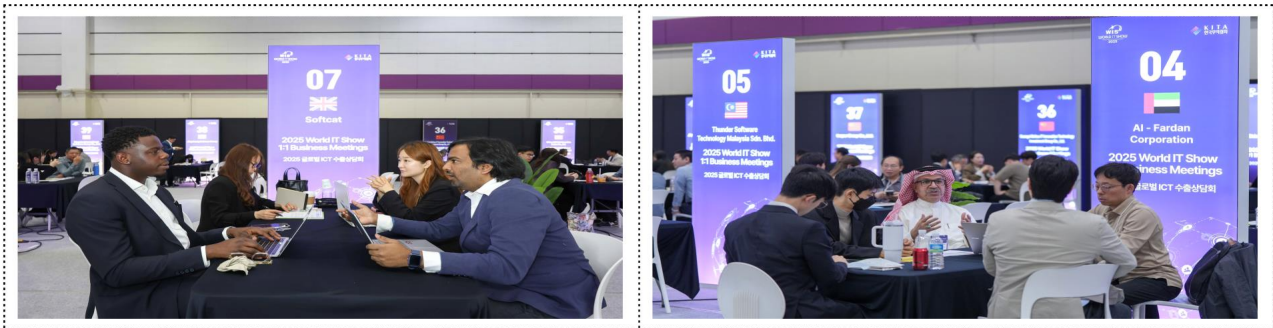




## 6. Global ICT Buyer Export Consultation

- Date: April 24 – 25, 2025. (2 days)
- Venue: Hall A, COEX
- Participants: 45 buyers from 12 Countries\* with 183 Korean Companies.
  - \* United Kingdom(UK), Poland, Australia, New Zealand, Japan, China, Hong Kong, Singapore, Malaysia, Indonesia, Vietnam, UAE.
- Estimated Contract Amount: US\$ 230,000,000 from 679 Meetings.
- Key Export Items: ICT Convergence Technology, Digital Twin, Robotics, Blockchain, Healthcare, Quantum Technology, etc.

<On-site Photos>



## 7. Mingling Zone: Business Connecting

- Date: April 24 – 25, 2025. (2 days)
- Venue: Hall B, COEX
- Event Scale: 50 domestic buyers and 52 domestic companies.
- Total B2B Meetings: 203
- Providing opportunities to discover business cooperation partners and connect investors through products and technologies, enabling mutually beneficial collaboration between innovative exhibitors and businesses of all sizes.

<On-site Photos>



## 8. WIS New Products & Technology Presentation

- Date & Time: April 25, 2025. (13:40 – 16:00)
- Vene: Stage in Hall C, COEX
- Opportunities to showcase exhibitors' innovative products and technologies, discover new technologies and investors, and connect with collaborative partners.

Time	Program
13:40~13:50	Opening
13:50~14:00	Judges Introduction
14:00~14:50 (Part 1)	<b>EMCT CO., LTD.</b> Instantly displays fire location and evacuation routes in the event of a fire <BDApp Fire Safe Zone>
	<b>MODUSIGN</b> Innovating AI-powered contract management in Korea <Modusign Cabinet>
	<b>MIRI D.I.H CO., LTD.</b> An AI tool by MiriCanvas that turns imagination into reality <MiriCle>
14:50~15:00	Break Time
15:00~15:50 (Part 2)	<b>VTOUCH, INC.</b> A voice-activated ring for AI interaction <Whispering>
	<b>XCUBE CO., LTD.</b> Comprehensive Six-Organ Screening Software Using Chest CT <HEXA>
	<b>FUTUREMAIN CO., LTD.</b> AI Predictive Maintenance SaaS Solution and Portable Diagnostic Device <ExRBM>
15:50~16:00	Award Ceremony for the Top 3 Excellent Companies

### <On-site Photos>





## 9. Global Investment Forum

- Date & Time: April 25, 2025. (10:00 – 11:00)
- Venue: Stage in Hall B, COEX
- Promoting global exports by introducing country-specific investment attraction policies and incentives of key continents such as the Middle East (Saudi Arabia) and Central Asia (Uzbekistan)

Presenting Company	Time	Program
Ministry of Investment of Saudi Arabia(MISA)	10:00~10:20	Middle East ICT Market Status and Entry Seminar
	10:20~10:25	Q&A
IT-Park	10:25~10:55	Uzbekistan ICT Market Status and Entry Seminar
	10:55~11:00	Q&A

### <On-site Photos>



## 10. Press Reports and Promotion

- Executed a targeted PR campaign through leading media outlets
  - Achieved more than 858 media coverage, including 5 broadcasts, 9 print article, and 844 online reports.
- Outdoor advertising in ICT company clusters and central Seoul.
  - ※ Including wide LED displays on the platform at Pangyo Station, video ads at subway exits, video ads at the Trade Center near Samseong Station, digital pillar and exhibition hall screen ads in COEX Mall, building video ads in Myeong-dong, bus advertisements on major central routes in Seoul, and overpass banner ads in Seocho-gu, Gangnam, etc.

○ Promotion through major social media Channels.

- Enhanced website traffic via SEO and ensured higher accuracy of event information across major online portals.

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| <ul style="list-style-type: none"><li>• Official Website : <a href="http://www.worlditshow.co.kr">www.worlditshow.co.kr</a></li><li>• Instagram: <a href="http://www.instagram.com/worlditshow">www.instagram.com/worlditshow</a></li><li>• Youtube: <a href="http://www.youtube.com/@worlditshow761">www.youtube.com/@worlditshow761</a></li><li>• Blog: <a href="http://blog.naver.com/worlditshow">blog.naver.com/worlditshow</a></li><li>• Facebook: <a href="http://www.facebook.com/worlditshow1">www.facebook.com/worlditshow1</a></li></ul> |
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- (Facebook) Exhibitor branding promotion, show program introduction, visitor event promotion.
- (Instagram) Posted on Instagram feed and videos, and promoted pre-registration and prize events.
- (Blog) Posted event introductions, recruited and managed influencer press teams, and shared other event updates.

○ Managed influencer press team

- Uploaded pre and post exhibition visit reviews by power bloggers and influencers.

○ Selected exhibitors with outstanding technology, including global award winners, and produced short-form promotional videos.

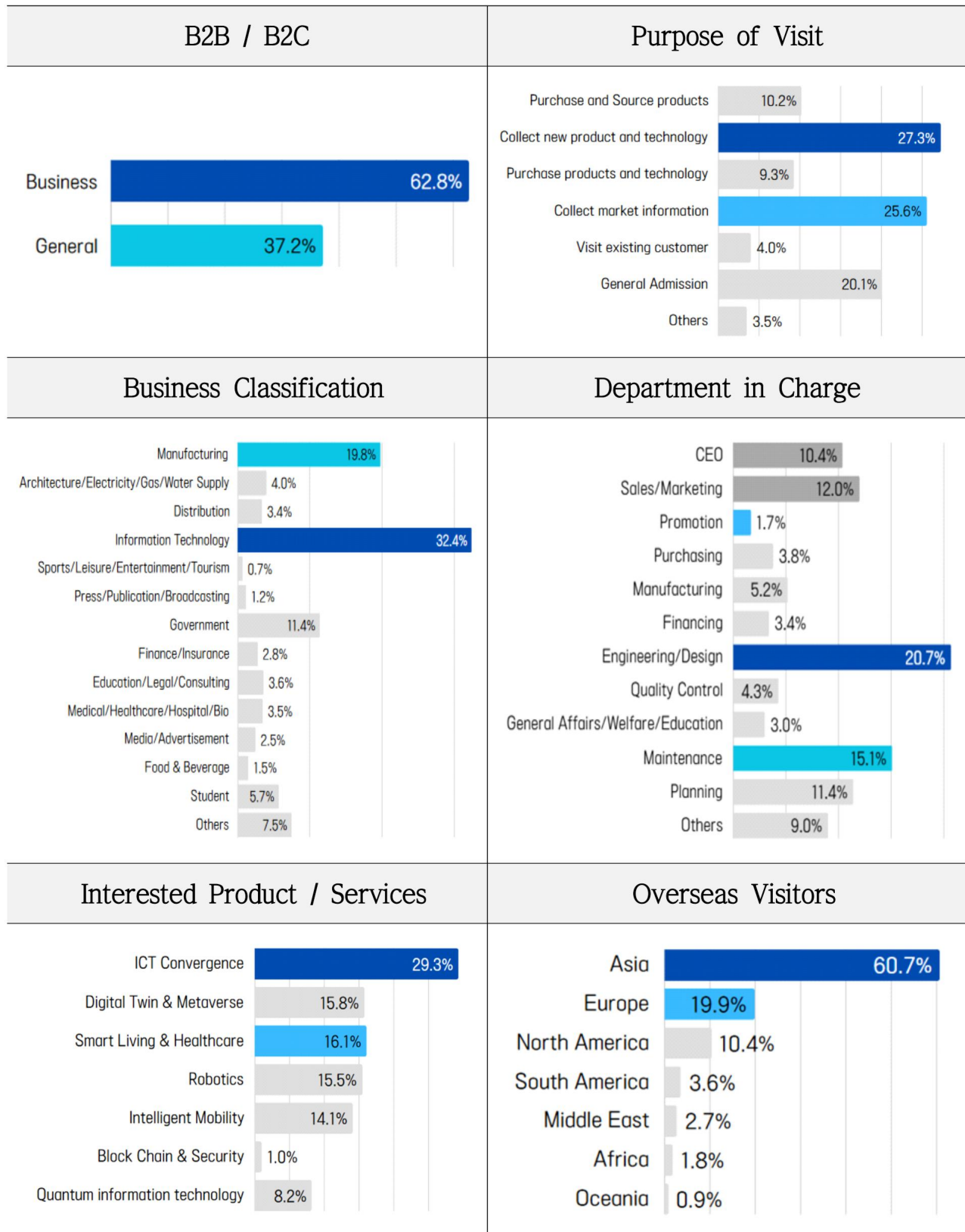
○ Banner advertising on Korea's largest software developer communities (OKKY, PHP SCHOOL)

○ e-DM advertising on startup-focused media(Reached 47,000 people, two exclusive direct mail pitches)

○ Digital advertising via Google Search, YouTube, and Naver Mobile platforms

- Encouraged pre-registration through Google Search and YouTube video feed and in-stream ads (436,000 impressions)
- Connected users to the event website via targeted Naver mobile advertisements (4.8 million impressions)

## 11. Visitor Survey





## 12. On-site Highlights









