

WORLD SHOW

April 24 – 26, 2025 | coex



The Next Wave

Why World IT Show?

Korea's largest-scale of ICT specialized exhibition

- 446 companies 1,188 booths 65,742 visitors(as of 2024)

Supporting global business opportunities through 1:1 customized export consultations

- Buyers of 41 companies from 12 countries, resulting in 640 consultations and achieved a total consultation value of \$180 million(the largest-scale of ICT exhibition in Korea).

WIS Award and Marketing Support to Outstanding Companies for brand enhancement.

- Awards such as WIS Innovation Award (Minister's Award, etc.), Republic of Korea ImpaCT-ech Award (Presidential Award, etc.), and marketing support (press coverage, etc.)

Providing Innovative Business Connecting opportunities between Companies(With Mingling Zone)

- Participation of large, medium, and small businesses' executives and employees, strategic planning and new business development departments, and investors.
- 284 matches made for technology partnerships, content partnerships, strategic investments, etc. (as of 2024)

Korea's platform for sharing the latest domestic and International ICT trends and specialized knowledge

- Various ancillary events held, including conferences consisting of approximately 30 sessions on cutting edge ICT issues such as generative AI, On-Device, Mobility and more.

Top-notch exhibition marketing space: Active promotion online and offline

- Promote exhibitor's key products through distribution of promotional materials and featured articles.
- Promotion in major media: 913 or more media reports(as of 2024), including 6 terrestrial broadcasting, 7 front page covers, and 900 online.
- Supporting Seminars- Separate seminar venues provided for product and technology promotion.
- Operation of power bloggers and influencer press teams, pre-event promotion through WIS e-newsletters, etc.

WIS 2025 Overview

Show Title World IT Show 2025 (WIS 2025)

Dates April 24(Thu) – 26(Sat), 2025


Venue COEX, SEOUL, KOREA

Scale 1,400 booths from 500 companies(estimated)

Hosted by  Ministry of Science and ICT

Organized by  KITA Korea International Trade Association  THE KOREA ECONOMIC DAILY  The Electronic Times Lead the future

 coex  FAIRS  KAIT Korea Association for ICT Promotion

Supported by  Ministry of Trade, Industry and Energy

Post Show Report



No. of Visitors

65,742 visitors



Business Meetings with buyers

41 buyers from **12** countries
640 meetings (about **\$180** million)



No. of Exhibitors

446 exhibitors from
10 countries



Connecting for investment(Mingling Zone)

98 Startups and **57** buyers, Total **284** cases



No. of Booths

1,188 booths



Major press report

Over **13** major media and **913** press release



Business Success Story, World IT Show 2024

WIS 2024 attracts over 66% of its attendees as buyers, providing substantial business opportunities and generating various success stories.



CEO of SEVASA "Mingling Zone was especially nice to have information about our company reviewed beforehand, and it seems that practical business will be possible through the meetings."



CEO of TEXTWAY "It was great to meet companies like SX and OO Engineering, which we don't usually get to meet, and to learn about their needs. I also appreciated learning what to prepare for future meetings with large companies."



CEO of WHATWE CARE "I met with local governments, investors, and large corporations. It was wonderful to have a place to meet people and companies that are not easily accessible."



CEO of SOLIVE "It was great to have more meetings than expected, and the opportunities for collaboration within the country were excellent. Although I had business meetings at CES, this Mingling Zone allowed for deeper and more meaningful discussions."



CEO of MPWAV "Thank You Very Much For The Great Assistance Provided At This Mingling Zone. Overall, It Was Wonderful To Have The Opportunity To Discuss With Various Companies That We Had Not Been Able To Meet Before."

What's in World IT Show 2025?

✓ Exhibits

ICT Convergence

- AI & IoT Technology and Platform
- e-Um 5G Technologies, Wireless and Wired Communications, Cloud and Big Data
- ICT Convergence Service and Solutions, etc.



Digital Twin & Metaverse

- Metaverse Platforms, Digital Humans, AR/VR/XR, etc.



Robotics & Intelligent Mobility

- Industrial/Collaborative Robots and Solutions, Educational and Personal Service Robots, etc.
- Autonomous Driving, Eco-friendly Mobility, UAM, Drones and Charging Technology and Aerospace, etc.



Block Chain & Security

- NFT, Web 3.0, Blockchain Platforms
- Information Security, Network Security, Platform/Service Security, Fintech, etc.



Smart Living & Healthcare

- Smart Home/Work/Office
- Smart Appliance, Home Entertainment, Smart Sensors/Devices
- Smart Health/ Beauty Care



Quantum Information Technology

- Quantum Cryptography
- Quantum Sensing
- Quantum Computing, etc.



✓ Events

01 Global ICT Insight Conference

- Cutting-edge ICT issues and technology sharing, including Generative AI, Quantum Technology, On-device ai, Mobility, etc. (Comprising approximately 10 sessions)

02 Business Connecting MINGLING ZONE

- Business matching service based on pre-needs analysis for promising innovative companies and various-sized enterprises.
- Target Buyers: Employees from large, medium, small enterprises, strategic planning, new business developing departments, and investors.

03 WIS 2024 Global ICT Buyer Export Consultation

- Face to Face business consultations held between overseas buyers and exhibitors.
- Approximately 50 overseas buyers and 150 Korean companies were pre-matched.

04 WIS New Product and Technology Presentation

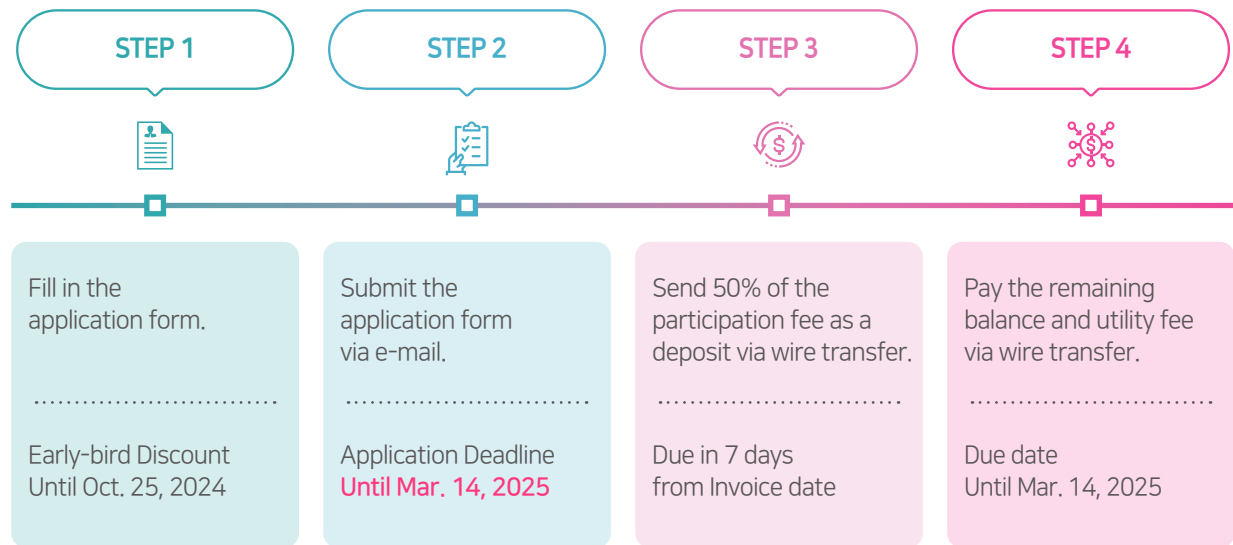
- Providing an opportunity for Exhibitors to introduce their innovative products and new technologies to CVC, investors and potential customers.

05 Outstanding Korean ICT Company Awards

- Organizing an awards ceremony to recognize outstanding companies in the ICT sector for their contributions to creating new growth engines and expanding related industries and providing promotional support such as awards and press coverage.
- 2025 WIS Innovation Awards (Minister's Award, etc.), Korea ImpaCT-ech Awards (Presidential Award, etc.).

※ The above event details are subject to change depending on the organizer's circumstances.

Participation Guide



Booth Price

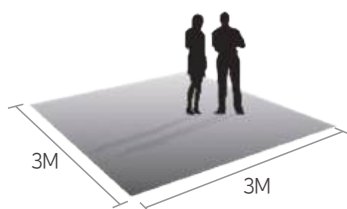
※ 1 booth(9sq.m.)=3m x 3m / VAT excluded

Type	Early bird Price	Price	Included
Raw Space	USD 3,330/booth	USD 3,700/booth	Space only (Minimum 18sq.m.)
Shell Scheme Booth	USD 3830/booth	USD 4,200/booth	Includes space and octanorm system construction (Minimum 9sq.m.)
Premium Booth	USD 4,830/booth	USD 5,200/booth	Includes space and block system construction (Minimum 18sq.m.)

※ Early bird price is until 25 Oct., 2024.

Booth Information

Raw Space



Only raw space will be provided. Exhibitors will construct their own booth through a stand contractor registerd with COEX.

Shell Scheme Booth



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

Premium Booth



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

※ Booth designs are subject to change.

WIS
WORLD IT SHOW
2025

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The Korea Economic Daily

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