

# 「WIS 2026 (World IT Show 2026)」 Show Report

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## 1. Overview

- **Exhibition Name:** WIS 2026 (World IT Show 2026)
- **Date:** April 22 - 24, 2026 (3 days)
- **Venue:** Hall A, B, C, COEX, Seoul, Korea
- **Slogan:** Beyond Idea, Into Action : AI moves Reality
- **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 AI & ICT Promotion
- **Supported by:** Ministry of Trade, Industry and Resources
- **Programs**
  - WIS Awards Ceremony
  - Global ICT Trend Insight Conference
  - Global ICT Buyer Export Consultation
  - Mingling Zone: Business Connecting
  - WIS New Products & Technology Presentation
  - K-EnterTech Global Summit
  - AI-ICT Insight Forum
  - K-Physical AI Roundtable
  - K-AI Champions IR Day
- **Concurrent Events**
  - ITRC Human Resource Development Festival 2026
  - ICT Tech Commercialization Festival 2026

## 2. Number of Exhibitors

Number of exhibitors	Number of booths
460 exhibitors from 17 countries	1,400 Booths

### 3. Number of Visitors

April 22(Wed)	April 23(Thu)	April 24(Fri)	Total
19,870	23,450	25,173	68,493

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

- Date & Time: April 22, 2026 (09:00-10:00)
- Venue: Stage in Hall C, COEX
- An awards ceremony that encourages Korean companies driving ICT innovation, creates new opportunities in the sector, and contributes to the expansion of related industries

Category	Award	Winning Company - Project
<b>The 33rd Korea ImpaCT-ech Awards</b>	Presidential Award(1)	<b>GAUDIO LAB</b> Gaudio Studio Pro
	Prime Minister's Award(1)	<b>LAW&amp;COMPANY</b> SuperLawyer, a generative AI-based legal-specialized AI service
	Deputy Prime Minister and Minister of Science and ICT Award(6)	<b>SAMSUNG ELECTRONICS</b> SW-based network virtualization technology
		<b>SWM</b> Urban autonomous driving robo-Taxi
		<b>Elice Group</b> ECI(Elice Cloud Infrastructure)
		<b>IMPACTIVE AI</b> Quantum Deepflow
		<b>ETRI</b> Sudal: Korean real-time full-duplex voice conversation technology
<b>GIGSLOFT</b> Perisphere, a smart headphone		
KAIT President Award(1)	<b>A.Cure</b> Heart Voice: AI model for predicting severe heart failure through voice analysis	
The Korea Economic Daily President Award(1)	<b>HJWAVE</b> Autonomous precision mission secure 3D mapping and guidance technology	
<b>WIS 2026 Innovation Awards</b>	Deputy Prime Minister and Minister of Science and ICT Award(10)	<b>BNSR</b> Integrated System for Semiconductor Process and Equipment Diagnostics
		<b>CIT</b> CuFlat-PKGCore™
		<b>WHATS LAB</b> Air Glove Atlas
		<b>A.Cure</b> Voice Analysis-Based Heart Failure Prediction AI Model
		<b>HYPERACCEL</b> Bertha
		<b>FARMITY</b> FIRA(Farmity Intelligence Radar Analysis)
		<b>ETA ELECTRONICS</b> Robot Wireless Power Transfer Solution
		<b>TERUTEN</b> Commercial Drone Cybersecurity Verification Framework
		<b>MOBILIO</b> Navigate X
		<b>BEYONDMEDICINE</b> Clickless DTx
	Excellence Award(4)	<b>MOCON</b> MONOVA Physical AI Actuator Platform
		<b>CRABS</b> WakaShorts
		<b>BERING LAB</b> BeringAI
		<b>MAUM.AI</b> Jindo Bot

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### 5. Global ICT Trend Insight Conference

- Date & Time: April 22, 2026 (11:00-16:00)
- Venue: Stage in Hall C, COEX
- Theme: AX: Human-Centric Technology
- Program

Time		Speaker / Topic
Keynote	11:00~11:30	<b>Sungkwon Jung, Executive Vice President, LG Uplus</b> Agentic AI Strategy for Telecom Operators Centered on Voice AI
	11:30~12:00	<b>Taehee Lee, Executive Vice President, Samsung SDS</b> AX That Understands Me and Transforms Everyday Life and Work, How Will I Grow?
Session 1	13:10~13:30	<b>Jingyu Kim, Executive Vice President, Kakao Mobility</b> The Future of Autonomous Driving Services in the Era of Physical AI: Powered by Mobility Platforms
	13:30~13:50	<b>Gyunam Lee, Director, ITCEN CLOIT</b> In the Era of AI Agents, How Are Enterprise Platforms Evolving?
	13:50~14:10	<b>Hyunsik Oh, Managing Director, Lotte Innovate</b> From Agentic AI to Physical AI, Enterprise AX Transformation That Actually Works
	14:10~14:30	<b>Sehwan Kim, Technical Director, Octave</b> AI Foundation: Preparing for Deployable AI in Industrial Environments
Session 2	14:40~15:00	<b>Daesung Park, Head of Korea, Notion Korea</b> AI Workspace: How We Work in the Age of AI
	15:00~15:20	<b>Andrew Park, Head of Asia Tech, Warburg Pincus</b> Investment Strategies of Global Investment Firms in the AI Era for the Tech Industry
	15:20~15:40	<b>Jangyoung Kim, Team Lead, NC AI</b> VARCO 3D: A New Paradigm in AI-Based 3D Content Creation
	15:40~16:00	<b>Byunghui Son, Head of Research Institute, Maum AI</b> Physical AI and Data Factories

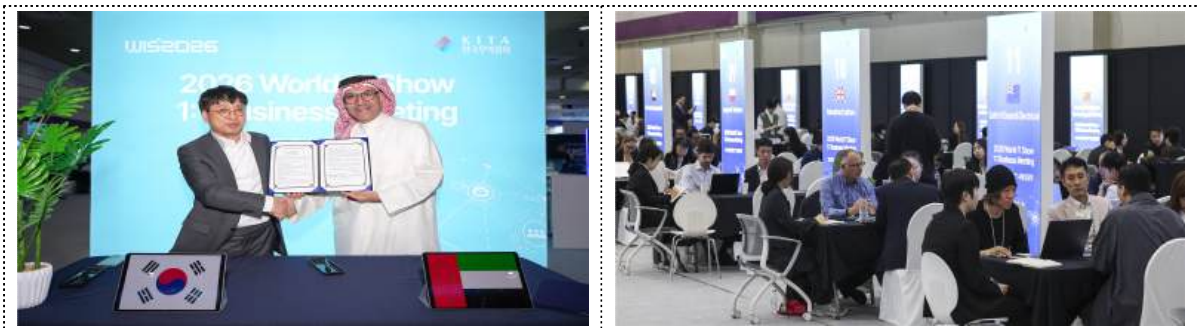
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## 6. Global ICT Buyer Export Consultation

- Date: April 22 - 23, 2026 (2 days)
- Venue: Hall A, COEX
- Participants: 50 buyers from 14 countries\* with 217 Korean companies  
 \*UAE, New Zealand, Malaysia, United States(US), Vietnam, Singapore, United Kingdom(UK), India, Indonesia, Japan, China, Canada, Poland, Hong Kong
- Estimated Business Consultation Value: US\$250 million from 850 meetings
- Expected Contract Value: US\$100 million
- Key Export Items: AI & Digital Intelligence, Robotics & Intelligent Mobility, Immersive Spatial Technology, Smart Life & Data Technology, etc.

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## 7. Mingling Zone: Business Connecting

- Date: April 22 - 23, 2026 (2 days)
- Venue: Hall B, COEX
- Providing opportunities for promising innovative companies to find business partners in products, technologies, and other areas of collaboration, build mutually beneficial relationships with companies of all sizes, and connect with potential investors
- Participants: 52 domestic buyers and 93 domestic companies
- Total Number of B2B Meetings: 351

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## 8. WIS New Products & Technology Presentation

- Date & Time: April 23, 2026 (14:00-16:30)
- Vene: Stage in Hall C, COEX
- Opportunities for exhibitors to showcase their products and technologies, meet potential investors, and build new partnerships
- Program

Time	Program	
14:00~14:10	<b>Opening</b>	
14:10~14:20	<b>Introduction of judges</b>	
14:20~15:10	<b>Part1</b>	<b>DOUBLET</b> AI-Based Industrial Safety Accident Prevention Solution <HAIMDALL>
		<b>DATA ALLIANCE</b> GPU-Sharing Cloud Platform <gcube>
		<b>DEEP IN SIGHT</b> AI-Based 3D Spatial Intelligence Solution<DIMENVUE>
15:20~16:10	<b>Part2</b>	<b>DEEP.FINE</b> AI Smart Glasses-Based Logistics Picking Solution<DEEP.FINE Logistics>
		<b>CIT</b> Ultra-Low-Profile Copper Foil for AI Accelerators <Cuflat-PKGCore™>
		<b>SWM</b> Urban Robotaxi <Robotaxi>
16:20~16:30	<b>Award Ceremony</b> * Prime Minister's Award(1), WIS Organizing Committee Award(5)	

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## 9. K-Physical AI Roundtable

- Date & Time: April 23, 2026 (11:00-12:00)
- Venue: Studio 159, 2F, COEX
- Topic: Building an Industrial Powerhouse Korea through Full-Stack Self-Reliance in Physical AI

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## 10. AI-ICT Insight Forum

- Date & Time: April 23 - 24, 2026 (2 days, 13:00-16:00)
- Venue: Studio 159, 2F, COEX
- Topic: National Strategy for Achieving Top-Three Global Leadership in AI

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## 11. K-EnterTech Global Summit

- Date & Time: April 24, 2026 (11:00-16:50)
- Venue: Stage in Hall C, COEX
- Topic: Entertainment×Tech×AI: Global Trends and Future Monetization Strategies
- Program

Time		Program
Special Session	11:00~12:00	<b>AI &amp; EnterTech Policy Summit</b> Sam-seok Koh (Professor, Dongguk University), Jayce Tham (CEO, CreativesAtWork), Fu Zhikang (Senior Officer, Singapore Copyright Commission), Jonathan SEET (IP Strategist)
Presentation Session	13:00~13:35	<b>Kye-won Seo (CEO, HYBE Media Studio)</b> The Evolution of K-POP IP and Fandom Media
	13:35~14:10	<b>Kwang-jip Kim (CEO, Studio Meta-K)</b> EnterTech Innovation in Broadcasting and Immersive Spaces: Creating New Added Value
	14:10~14:45	<b>Jayce Tham (CEO, CreativesAtWork)</b> The Intersection of Asia's Creator Economy and K-Content
	14:45~15:20	<b>Gavin Bridge (FAST Master)</b> New Format Innovation in FAST Media
Roundtable	15:25~16:15	<b>The Global Future of K-EnterTech</b> - Moderator: Jung-hoon Han (CEO, K-EnterTech Hub) - Panelists: Yoo-seok Song (CEO, Millennial Works), Jung-hwan Kim (Professor, Korea University), Ki-hwan Cho (Vice President, Pacemakers)
Featured Session	16:15~16:45	<b>K-Local × Tech: Immersive Spaces</b> - Presentation: Gok-mi Kim (President, Chungnam Content Agency) - Panelists: Jung-hoon Han (CEO, K-EnterTech Hub), Woo-jun Choi (Specially Appointed Professor, Global Cyber University), Je-gon Kim (Division Head, Chungnam Content Agency)
Closing	16:45~16:50	<b>Hyun-jung Nam (CEO, smartcms)</b> Global EnterTech Trends and Future Outlook

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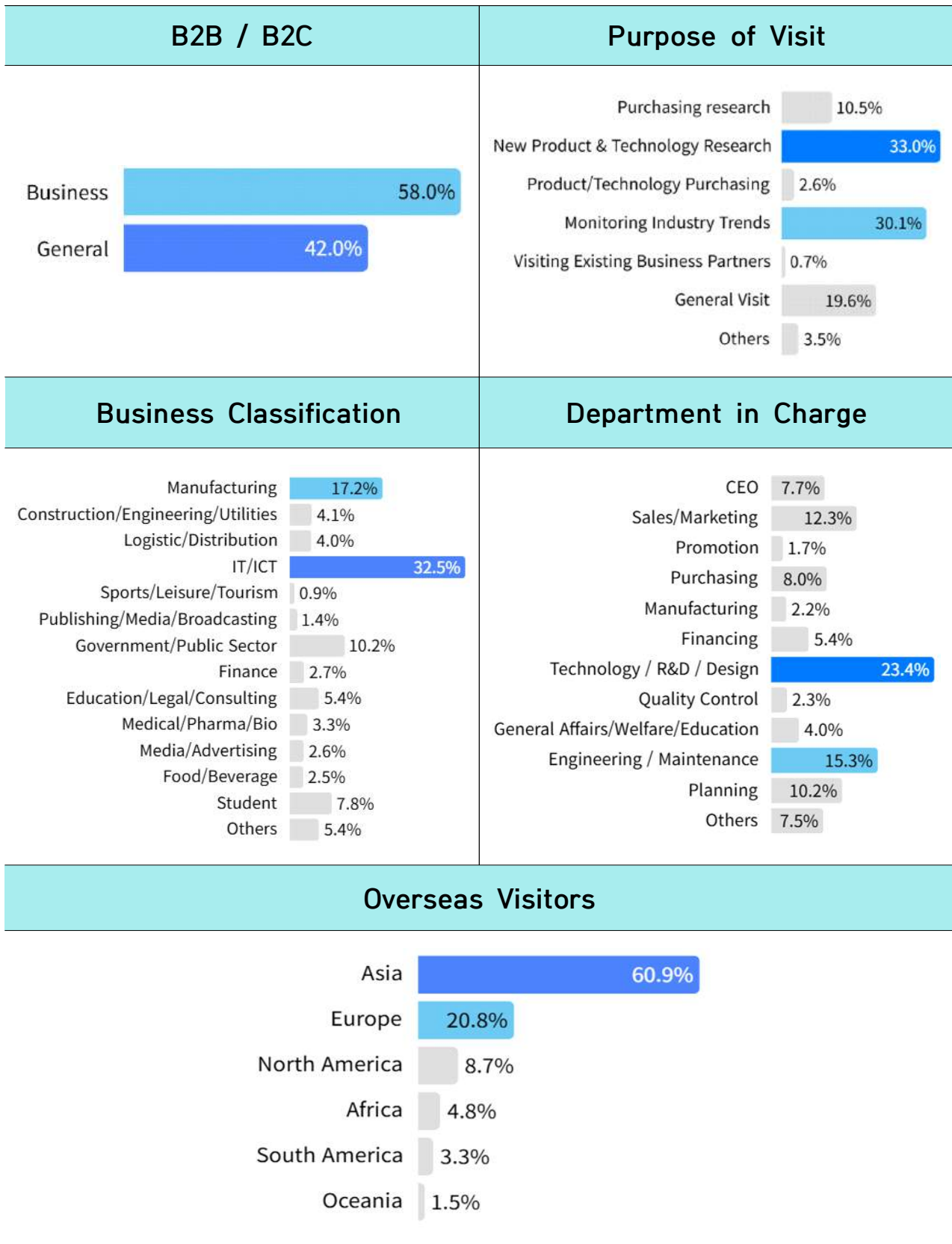
## 12. Press Reports and Promotion

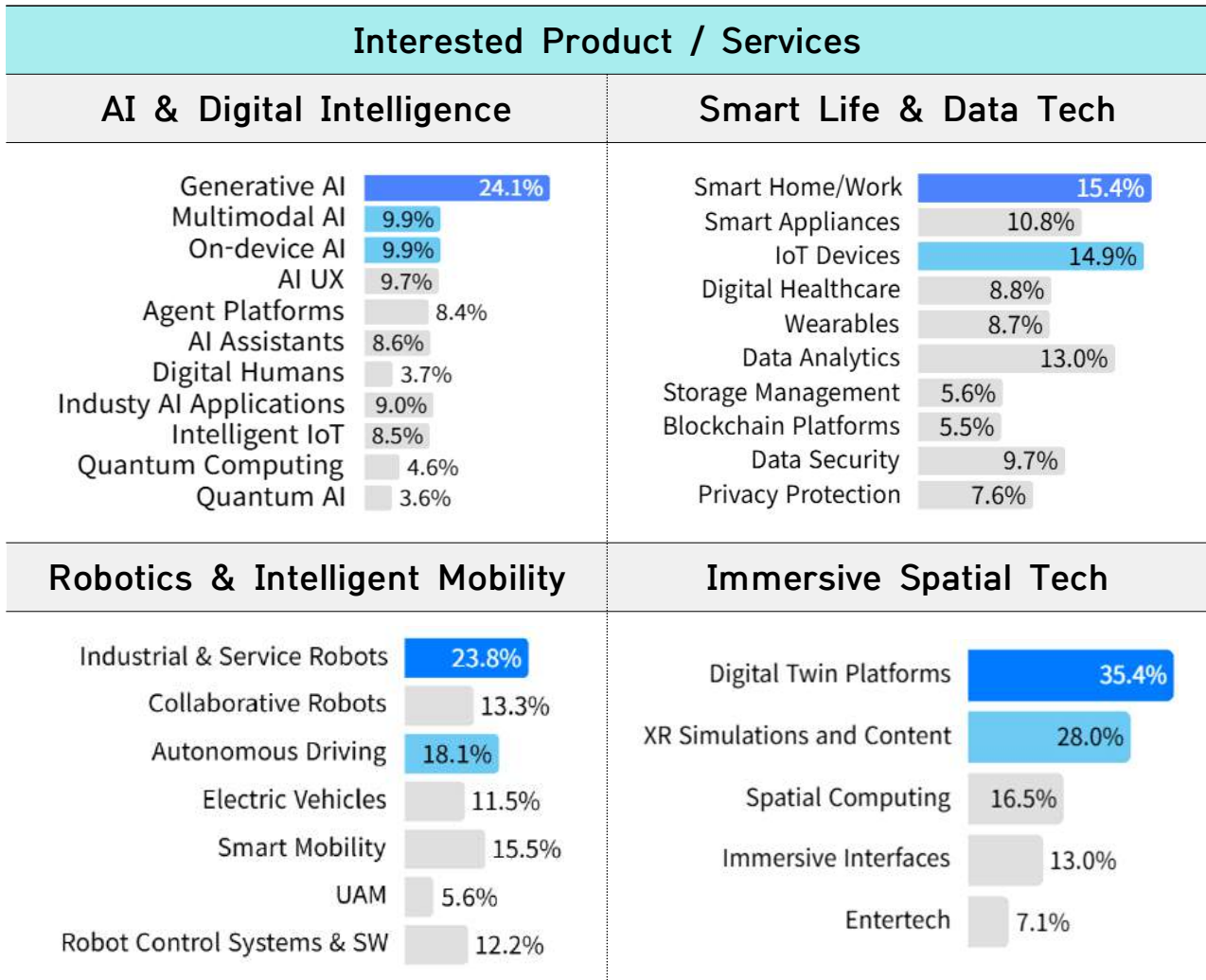
- Executed a targeted PR campaign through leading media outlets
  - Achieved more than 918 media coverage, including 9 broadcasts, 9 print articles, and 900 online reports
- Conducted outdoor advertising in ICT company clusters and central Seoul
  - ※ Including large LED displays on the platform at Pangyo Station, video ads at subway exits and at the Trade Center near Samseong Station, digital pillar and exhibition hall screen ads at COEX Mall, and bus advertisements on six routes across Seoul
- Promotion through major social media channels.

- Official Website : [www.worlditshow.co.kr](http://www.worlditshow.co.kr)
- Instagram: [www.instagram.com/worlditshow](http://www.instagram.com/worlditshow)
- YouTube: [www.youtube.com/@worlditshow761](http://www.youtube.com/@worlditshow761)
- Blog: [blog.naver.com/worlditshow](http://blog.naver.com/worlditshow)
- Facebook: [www.facebook.com/worlditshow1](http://www.facebook.com/worlditshow1)

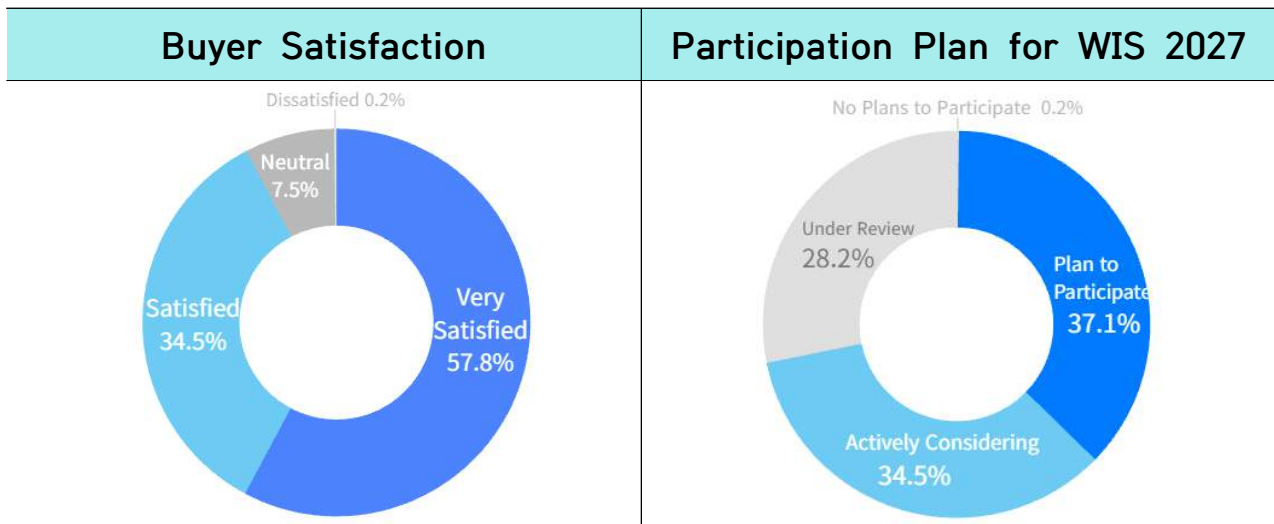
- (Facebook) Promoted exhibitor branding, introduced the show program, and promoted visitor events
- (Instagram) Posted on Instagram feed and videos, and promoted pre-registration and prize events
- (Blog) Posted event highlights, recruited and managed influencer press teams, and shared other event updates
- Managed influencer press team
  - Published pre- and post-event review content in collaboration with 12 popular bloggers and influencers
- Produced and promoted short-form marketing videos featuring selected outstanding WIS exhibitors
- Conducted newsletter and eDM advertising campaigns through AI and ICT communities and industry organizations
- Launched digital ad campaigns on Google Search, YouTube, and Naver Mobile
  - Encouraged pre-registration through Google Search and YouTube video feed and in-stream ads (2.73 million views)
  - Directed users to the event website via targeted Naver mobile advertisements (4.76 million views)

### 13. Visitor Survey Results





### 14. Exhibitor Survey Results



### 15. On-site Photos



