

WIS2027

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WORLD IT SHOW

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April 21-23 | COEX, Seoul, Korea



BEYOND INTELLIGENCE ARCHITECTING THE FUTURE

AI is reshaping every industry from intelligent agents and robotics to smart mobility and digital infrastructure.

WIS 2027 is where innovation meets business, connecting exhibitors with global buyers, investors, and industry leaders.

Join the next-generation AI ecosystem and discover new opportunities for growth, partnership, and global expansion.



WIS 2026 Highlights

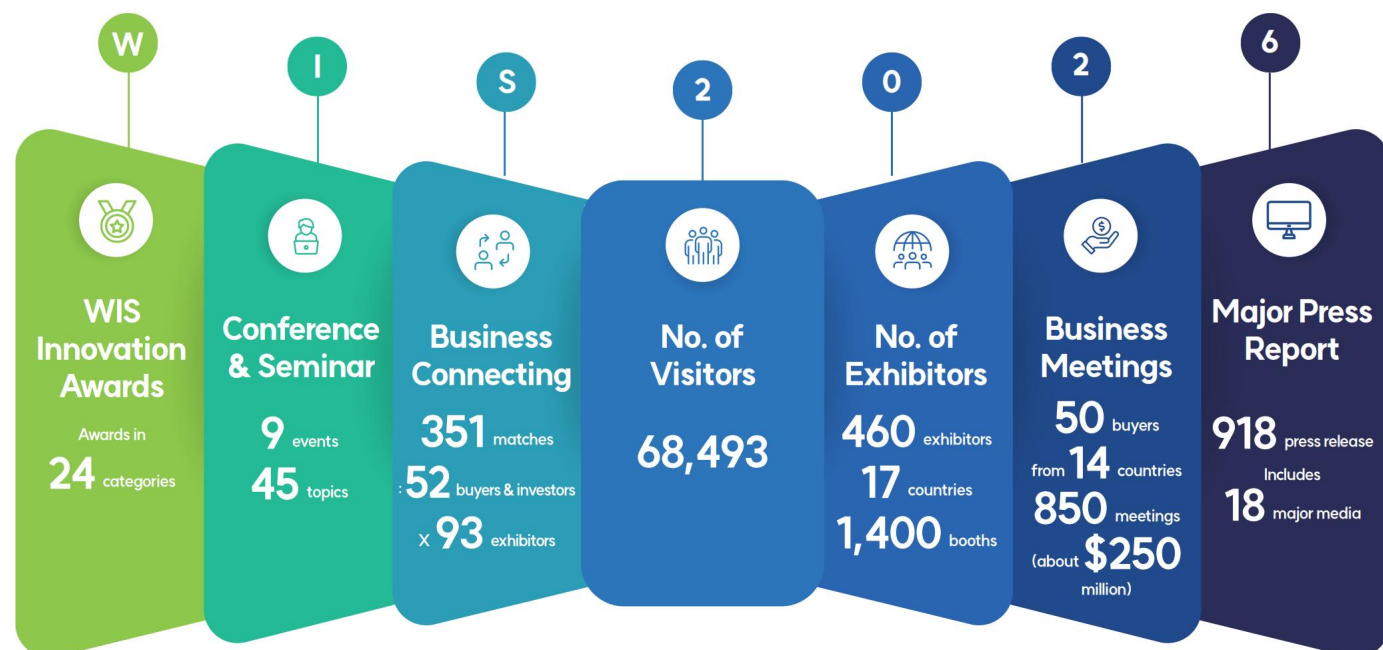
LEADING THE PARADIGM OF THE AUTONOMOUS INTELLIGENCE ECOSYSTEM

The 18th WIS 2026 brought together 460 companies from 17 countries, showcasing the latest innovations in generative AI, logistics robotics, digital twins, and other emerging technologies alongside leading global technology companies.

Under the theme, "Beyond Idea, Into Action : AI moves Reality" WIS 2026 reinforced its position as a global business hub by connecting innovators, industry leaders, buyers, and investors through a wide range of business programs.

Building on this success, WIS 2027 will further expand the Agentic AI ecosystem and create new opportunities for global business collaboration and growth.

WIS 2026 at a Glance



WIS2027

WORLD IT SHOW

OVERVIEW

Date	April 21–23, 2027
Venue	COEX, Seoul, Korea
Host	Ministry of Science and ICT
Organizers	KITA, The Korea Economic Daily, The Electronic Times, COEX, K. Fairs, KAIT
Support	Ministry of Trade, Industry and Resources
Scale	500+exhibitors / 70,000+visitors (expected)
Programs	WIS Global ICT Trend Insight Conference WIS Global ICT Buyer Export Consultation Business Connecting (Mingling Zone) WIS New Product & Technology Presentation WIS Innovation Awards AI·ICT Insights Forum K-Physical AI Round Table K-Champions IR Day K-EnterTech Global Summit

EXHIBITS



AI Infrastructure & Green Data Center

- AI Semiconductors (NPU, GPU, HBM, AI Accelerators)
- High-Performance Servers & Data Center Infrastructure
- Cloud & Edge Computing Platforms
- Sovereign AI and Private AI Infrastructure
- Data Platforms · Governance & Analytics Solutions



Enterprise AI & Digital Transformation

- Generative AI, AI Agents & Intelligent Automation
- ERP, CRM & SCM Solutions
- Digital Workplace, SaaS & Collaboration Platforms
- Industry-Specific AI Solutions
- Smart Factory & Industrial AI Platforms



Robotics & Autonomous Mobility

- Humanoid, Collaborative & Service Robots
- Logistics Automation, AMR/AGV & Autonomous Driving Technologies
- SDV & Future Mobility Platforms
- UAM & Drone Systems
- Intelligent Transportation Solutions



Immersive Spatial Tech & Digital Twin

- Digital Twin Platforms, Industrial Metaverse & 3D Simulation
- VR/AR/XR-Based Immersive Interfaces & Content
- Spatial Computing Technologies
- AI-Powered Entertainment & Experience Technology Solutions



Smart AI Life & Healthcare

- Smart Home Platforms & Ambient IoT
- AI-Powered Appliances & Smart Office Solutions
- Telemedicine & Digital Healthcare Platforms
- Smart Healthcare & Medical AI Technologies
- Personalized AI Lifestyle Services



Cybersecurity & Responsible AI

- AI Security Solutions, Responsible AI & AI Governance
- Privacy-Enhancing Technologies (PETs) & Data Security
- Quantum Cryptography & Quantum Security
- Next-Generation Authentication & Access Control Solutions
- Trustworthy AI & Compliance Solutions

Why WIS 2027 ?

Where Innovation Meets Business

Present your innovations to the market and create new business opportunities at WIS 2027, Korea's premier ICT business platform.

More than a technology exhibition, WIS 2027 brings together innovators, customers, investors, and global buyers—creating a dynamic platform for business growth, strategic partnerships, and market expansion.

1

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.)

2

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 900 business consultations are expected, with 60+ buyers and investors from 18 countries.

3

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.

4

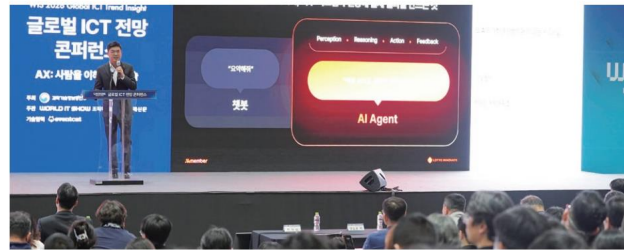
Insights into Market-Ready Innovation

Although exclusive to domestic companies, WIS New Product & Technology Presentation 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.

Showcase Your Technology. Connect Your Business.
Expand Your Market.

Insight + Growth

Global ICT Trend Insight Conference



Date/Venue April 21, 2027 / Main Stage in Hall C
Overview Explore how AI connectivity is reshaping industries and discover strategies for ICT companies to drive innovation and growth in the AI-Native era.
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AI·ICT Insights Forum



Advancing industry-academia-research collaboration

K-Physical AI Round Table



Government-industry dialogue forum:
 Strengthening public-private collaboration

K-EnterTech Global Summit



K-content & global EnterTech trends:
 A case study series

Diplomatic Delegation Guided Tour



Curated exhibition tours for foreign diplomats

WIS Innovation Awards



Date April 21, 2027/ 09:00~10:00
Venue Main Stage in Hall C
Overview Recognizing innovative AI and ICT companies while promoting industry growth, technological advancement, and the creation of future growth engines.

※ The program is subject to change without prior notice at the discretion of the organizer.

Network + Chance

Business Connecting – Mingling Zone

· Date : April 21-22, 2027
 · 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.
 · Past Event Highlights
 – Participants: 52 Korean buyers and 93 companies. (Total B2B Meetings: 351)

WIS Global ICT Buyer Export Consultation

· Connects WIS exhibitors with global ICT buyers through dedicated 1:1 business matchmaking sessions.
 · Supports pre-scheduled buyer-seller meetings as well as on-site booth visits to maximize business opportunities.



Past Event Highlights

– Participants: 50 buyers from 14 countries* with 217 Korean companies.
 – Estimated Consultation Amount: USD 250 million from 850 meetings
 (Expected contract amount: USD 100 million)

※ The program is subject to change without prior notice at the discretion of the organizer.

Sponsorship Program

No.	Details	Sponsorship Package			Cost
		Platinum \$42,000	Gold \$28,000	Silver \$15,000	
-	Complimentary Exhibition Space	8 booths	6 booths	4 booths	\$3,700
-	Global ICT Insight Conference Speaking Session	●	●	-	-
W01	Global ICT Insight Conference Sponsorship	●	●	-	\$3,200
W02	Website Banner Advertisement	●	●	●	\$1,500
W03	Newsletter Banner Advertisement	●	●	●	\$1,000
W04	Dedicated Newsletter	●	●	-	\$2,000
W05	Mobile Invitation Banner Ad.	●	●	-	\$1,500
W06	LED Wall Advertisement—Exhibition Lobby	●	●	●	\$1,500
W07	Registration Desk & Kiosk Branding	●	●	●	\$1,500
W08	Overhead Sponsor Banner	●	●	●	\$1,500
W09	Booth Map Logo Placement	●	●	●	\$1,000
W10	Entrance Floor Advertisement	●	-	-	\$3,600
W11	Visitor Badge Lanyard Branding	●	-	-	\$7,500
W12	Visitor Badge Backside Ad.	-	-	-	\$11,000
W13	Big Bridge Digital Signage Ad.	●	-	-	\$3,000
W14	Bridge Digital Signage Ad.	●	●	-	\$3,000
W15	Square Bridge Digital Signage Ad.	●	-	-	\$3,000
W16	Wide Bridge Digital Signage Ad.	●	●	-	\$3,000
W17	Edge Column Digital Signage Ad.	●	-	-	\$3,000
W18	9to9 Cube (COEX Mobile Cube Ad.)	-	-	-	\$3,800



※ For more information, please contact wis@kfairs.com
 ※ Package details are subject to change at the organizers' discretion.

Participation Guide

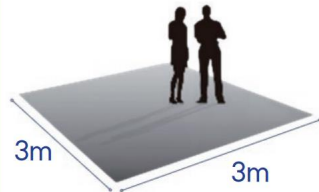
Application Schedule

Early Bird ~Oct.16, 2026 **Regular Application** ~Mar. 5, 2027

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. 5, 2027.

Booth Types

Category	Raw Space	Shell Scheme Booth	Premium Booth
Types			
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, 3 spotlights, 1 info desk, 1 folding chair, 1 power outlet	Includes upgraded booth construction by WIS's official stand contractor

※ 1booth(9sqm)= 3m x 3m

Discount

Early Bird Discount

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

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

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