



『 World IT Show 2024 』 Show Report

Innovation in Everyday Life, Created by AI

1. Overview

- Show Title: WORLD IT SHOW 2024
- Date: April 17 - 19, 2024. (3 days)
- Venue: Hall A, C / COEX, Seoul, South Korea
- Slogan: Innovation in Everyday Life, Created by AI
- Host: Ministry of Science and ICT
- Organizers: Korea International Trade Association(KITA), The Korea Economic Daily, The Electronic Times, COEX, K.FAIRS, Korea Association for ICT Promotion(KAIT), IITP, ITRC
- Supporter: Ministry of Trade, Industry and Energy(MOTIE)
- Programs
 - Global ICT Trend Insight Conference 2024
 - Global ICT Buyer Export Consultation
 - WIS New Products & Technology Presentation
 - Mingling Zone: Business Connecting
 - Star-up Open Antenna
 - Korea ImpaCT-ech Awards
 - WIS Innovation Awards
- Concurrent Events
 - ITRC Human Resource Development Festival 2024
 - 2024 ICT Commercialization Festival



2. Number of Exhibitors

Number of Exhibitors	Number of Booths
446 Exhibitors from 10 Countries	1,188 Booths

3. Number of Visitors

April 17(Wed)	April 18(Thu)	April 19(Fri)	Total
15,748	22,452	27,542	65,742

4. Global ICT Trend Insight Conference 2024

- **Theme:** AI Revolution, Building a Better Tomorrow
- **Date:** April 17, 2024. 11:00~16:00
- **Venue:** 3F, Hall C, Main stage
- **Programs**

Time	Program
11:00~12:00 (Keynote)	The Changes Brought by Super-sized Generative AI and Our Response Strategies. - HA JUNG-WOO Head of the Center for AI Innovation at NaverCloud
	Generative AI and AI Semiconductor - PARK SUNG-HYUN representative of Rebellions
13:10~14:30 (Track A)	KakaoBrain's Generative Super-giant Medical AI - BAE WOONG, CHO of Kakaobrain
	Cross-border Innovation: World's First Nationwide Open RAN 5G Network Led by AI - SON SEUNG-HYUN, CEO of Rakuten Symphony Korea
	The Evolution of Delivery Market into Robots - HWANG HYUN-KYU, Team Leader of Woowa Brothers Robotics LAB Business Planning Team
	Global Trends and Collaboration Cases in Leading Technology for Mobility Innovation - KIM YOUNG-JOON, CEO of Pablo Air
14:40~16:00 (Track B)	The Role of On-device AI Era and Qualcomm AI Hub - LEE KYU-JIN , Director of Qualcomm CDMA Technology Korea
	Requirements and Directions for Combining Generative AI with All Corporate Value Chains - KIM DAE-SUNG, managing director of LG CNS SINGLEX business
	Technology and Market of Autonomous Logistics Robots - CHEON HONG-SEOK, CEO of Twinnny
	Advancements in Generative AI and Mainstreaming of 3D Vision Technology - LEE BYUK-SAN, CTO of Entreality



5. Global ICT Buyer Export Consultation

- **Date:** April 17 - 18, 2024. (2 days)
- **Venue:** 2F The Platz
- **Participants:** 41 Buyers from 12 Countries* with 157 Korean Companies.
* United Kingdom, Canada, Japan, China, Taiwan, Singapore, Malaysia, Indonesia, India, UAE.
- **Estimated Contract Amount:** US\$ 180,000,000 from 640 Meetings.

6. WIS New Products & Technology Presentation

- **Date:** April 18. 11:00 ~ 14:30
- **Venue:** 3F Hall C, Main Stage
- **Target Audience:** Large, small and medium sized enterprises as well as investors in need of sourcing new technologies and seeking business collaborations from promising ICT innovation companies(no entry fee)

7. Mingling Zone: Business Connecting.

- **Date:** April 17 - 18, 2024. (2 days)
- **Venue:** 1F Hall A, Mingling Zone
- **Participants:** 98 ICT Startups from 8 Korea Pavilions (Total 284 Meetings)
- Providing 1:1 connecting services for promising innovative exhibitors in WIS and large, medium, and small enterprises, as well as investment firms for business collaboration and investment partnerships.

8. Star-up Open Antenna

- **Date:** April 18, 2024. 14:40 ~ 16:40
- **Venue:** 3F Hall C, Main Stage
- Open innovation talk show to share the excellent business collaboration cases between large, medium sized enterprises and promising innovation companies in the IT sector.



9. WIS Awards(Korea ImpaCT-ech Awards, WIS Innovation Awards)

- Date: April 17, 2024. 09:00 ~ 09:40
- Venue: 3F Hall C, Main Stage

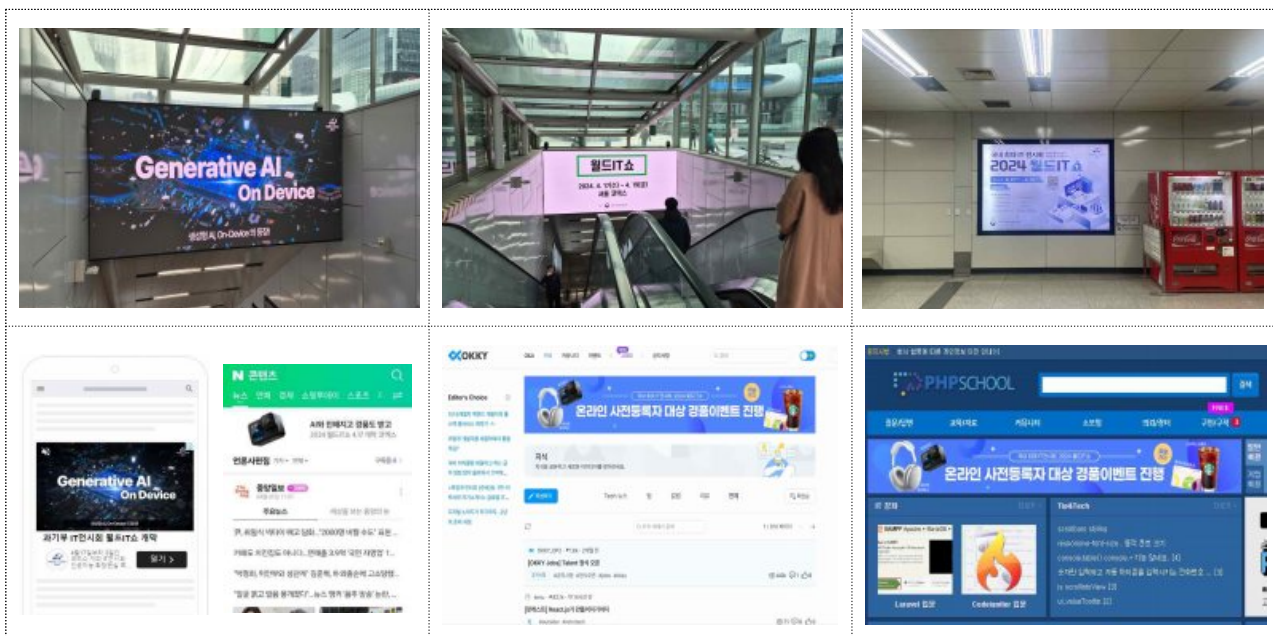
Awards	Category	Award winners
Korea ImpaCT-ech Awards	A Presidential Award (1)	12nm 32Gb DDR5 DRAM - SAMSUNG ELECTRONICS
	Ministry of Science and ICT Award (6)	2nd Generation 5G MMU Platform - SAMSUNG ELECTRONICS
		AI Robot Resource Selection Center - AETECH
		Genie TV All-in-One Soundbar - KT
		AI Media Studio - SK TELECOM
		Development of a senior-focused exercise management platform for disease prevention and managemen - MYBENEFIT
		Solution for detecting ID forgery - POSICUBE
KAIT Award (1)	Real-time multilingual speech recognition technology without language selection - ETRI	
The Korea Economic Daily Award (1)	SSIMS.AI, a smart safety integrated management system - SMARTINSIDE AI	
WIS Innovation Awards	Ministry of Science and ICT Award (4)	V-glass - VAULT CREATION
		Step Up 4 th - FRT ROBOTICS
		A holographic realistic device that you can enjoy without glasses - MARKETON
		Perso Live - ESTSOFT
	WIS Organizing committee Award(2)	Mobile Passport Platform (Trip.Pass) - LORDSYSTEM
		Hair Recommendation Technology with AI Technology(Mirart AI Mirror) - MIRRORROID





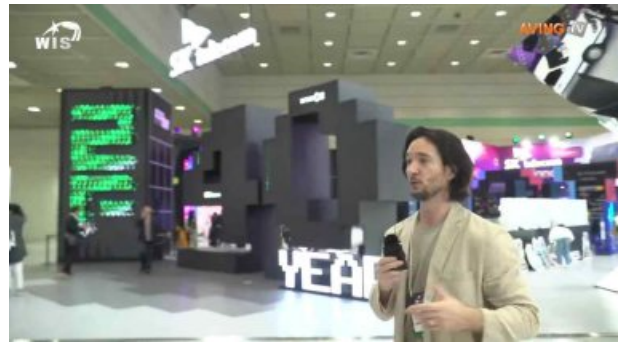
10. Press Reports and Promotion

- Over 6 broadcast reports through major media and 913 press reports.
: SBS, MBC, Seoul Economic Network TV, Korea Economy TV, Yonhap News TV, The Kukmin Daily, The Hankook Ilbo, The Munhwa Ilbo, Segye Times, The JoongAng, Dong-A Daily News, Digital Chosun, Yonhap News, etc.
- IT industry influencers reporting
- Online Promotion on Google, Youtube / Naver Targeting etc.
: Google Ad(2.61M reached, 32,000 Clicked) NAVER Targeting(4.03M reached, 5300 Clicked)
- Korea's largest software developer community(OKKY, PHP SCHOOL) banner advertisement.
- DOOH: (Pangyo Station) Subway exits Ad., Subway Platform Ad. (Samsung Station) Coex Mall Column Ad. etc.
- WIS Channels.
 - Official Website (worlditshow.co.kr)
 - Instagram ([instagram.com/worlditshow](https://www.instagram.com/worlditshow))
 - Youtube (www.youtube.com/@worlditshow761)
 - Blog (blog.naver.com/worlditshow)
 - Facebook (www.facebook.com/worlditshow1)

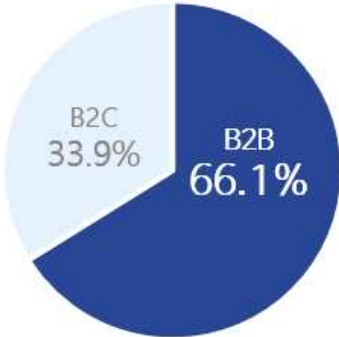
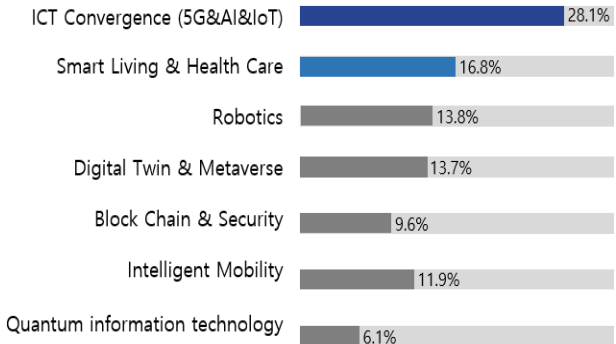
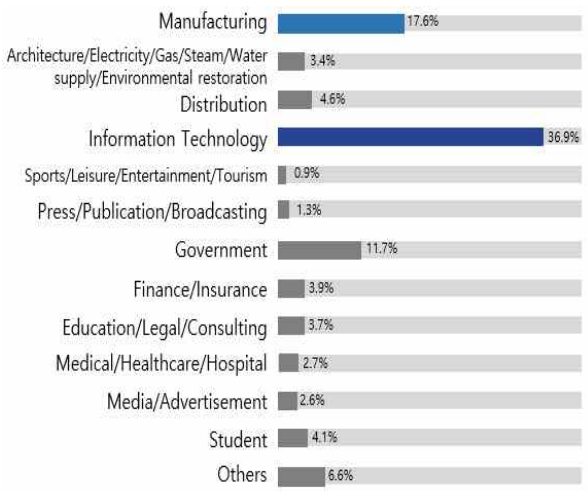
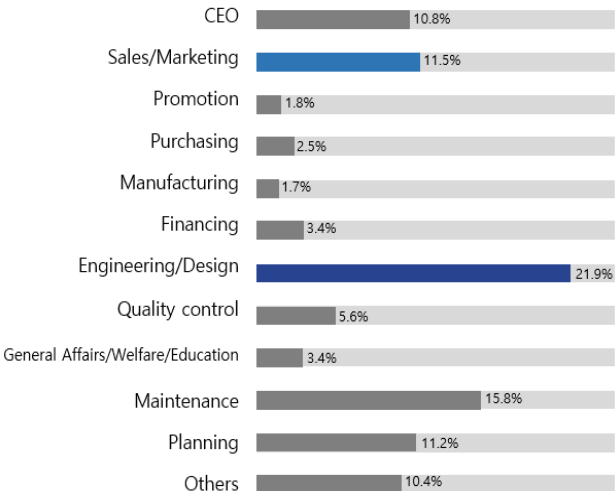
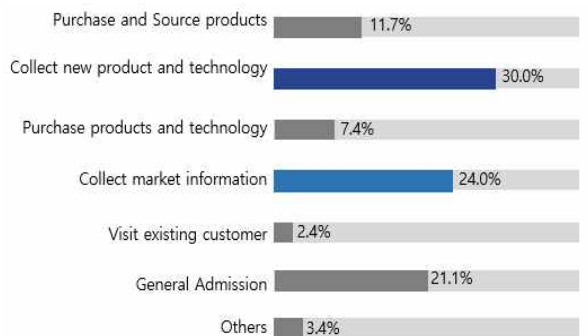
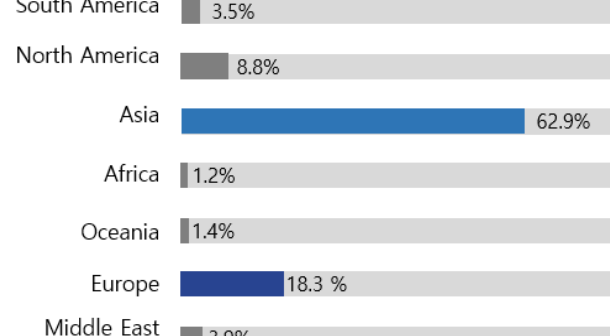


11. WIS 2024 ONLINE LIVE STREAMING(Youtube Live)

- 50 major products of World IT Show 2024 were streamed live in Korean and English through interviews with a professional broadcaster. This edited Videos can be viewed on WIS's Channel of YouTube and exhibitors can use them as a marketing after the show.

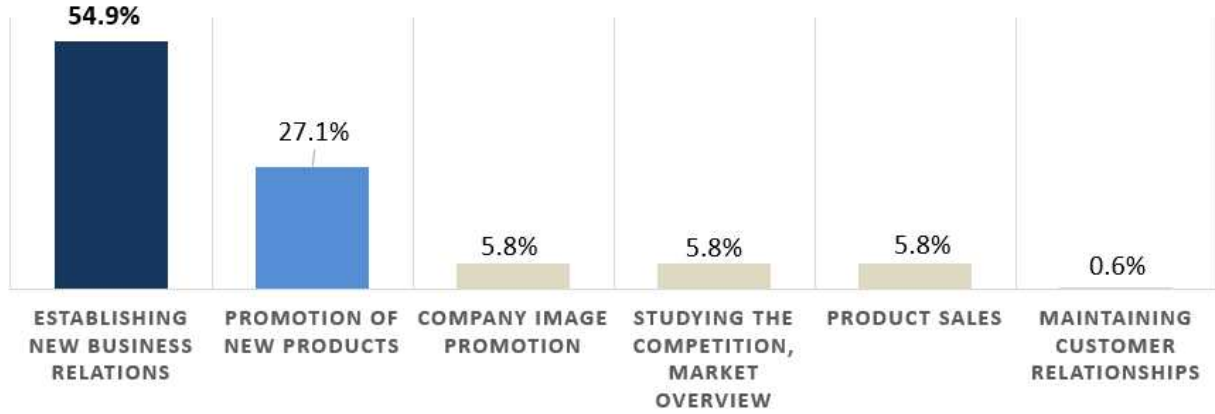


12. Visitor Survey

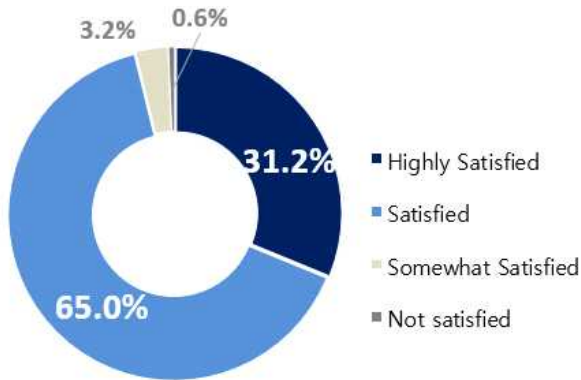
B2B / B2C	Interested Product / Services																																																						
 <p>A pie chart illustrating the distribution of visitors by business type. The B2B segment represents 66.1% of the total, while the B2C segment represents 33.9%.</p>	 <p>A horizontal bar chart showing the percentage of visitors interested in various products and services. The most popular category is ICT Convergence (5G&AI&IoT) at 28.1%.</p> <table border="1"> <thead> <tr> <th>Product / Service</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>ICT Convergence (5G&AI&IoT)</td> <td>28.1%</td> </tr> <tr> <td>Smart Living & Health Care</td> <td>16.8%</td> </tr> <tr> <td>Robotics</td> <td>13.8%</td> </tr> <tr> <td>Digital Twin & Metaverse</td> <td>13.7%</td> </tr> <tr> <td>Block Chain & Security</td> <td>9.6%</td> </tr> <tr> <td>Intelligent Mobility</td> <td>11.9%</td> </tr> <tr> <td>Quantum information technology</td> <td>6.1%</td> </tr> </tbody> </table>	Product / Service	Percentage	ICT Convergence (5G&AI&IoT)	28.1%	Smart Living & Health Care	16.8%	Robotics	13.8%	Digital Twin & Metaverse	13.7%	Block Chain & Security	9.6%	Intelligent Mobility	11.9%	Quantum information technology	6.1%																																						
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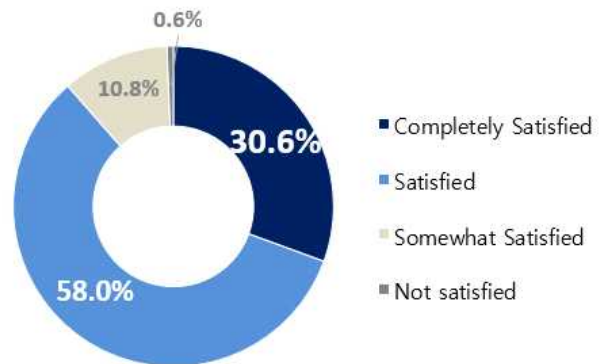
Purpose of participation



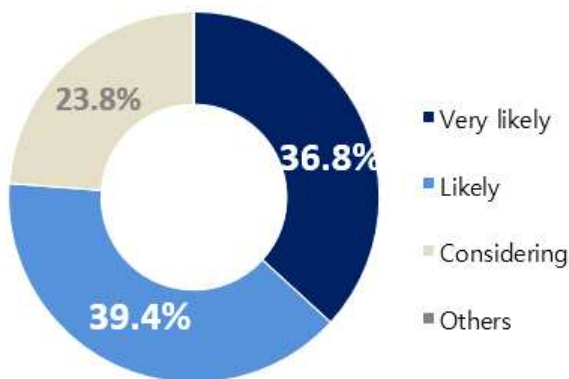
Quality of visitors(Satisfaction)



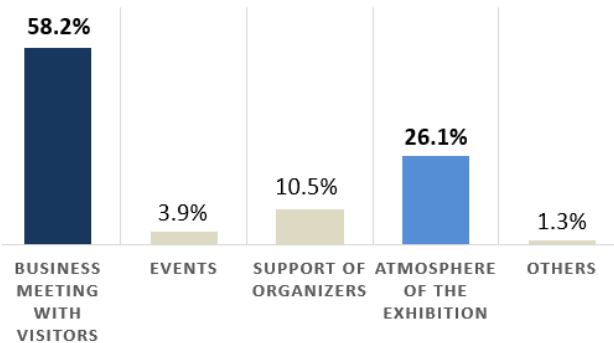
Goal Achievement(Satisfaction)



Plan to participate the show again



The best part of WIS 2024



14. Onsite Photos





