



『 World IT Show 2023 』 Show Report

Changing our life, K-Digital

1. Overview

- Show Title: WORLD IT SHOW 2023 (WIS 2023)
- Date: April 19 - 21, 2023 (3 days)
- Venue: Hall A, B, C/ COEX, Seoul, Korea
- Slogan: Changing our life, K-Digital
- 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)
- Concurrent Events: ITRC Human Resource Development Festival 2023, ICT Tech Commercialization Festival 2023
- Events
 - 1) Global ICT Trend Insight Conference 2023
 - 2) WIS 2023 Business Meetings
 - 3) WIS 2023 New Product & Technology Presentation
 - 4) WIS 2023 Innovation Awards

2. Number of Exhibitors

Number of Exhibitors	Number of Booths	Gross Exhibition Space
495 Exhibitors from 9 Countries	1,294Booths	25,181 sq.m.



3. Number of Visitors

April 19(Wed)	April 20(Thu)	April 21(Fri)	Total
15,368	20,392	25,031	60,809

4. Global ICT Trend Insight Conference 2023

- Date: Apr. 19(Wed), 2023 / 11:00~16:00
- Venue: Main Stage in Hall C, COEX
- Participants: 995 Domestic IT industry participants, leaders
- Host/Organizer: Ministry of Science and ICT / WIS Organizing committee

< Program >

Time	Theme	Program
11:00~12:00 (Keynote)	Aerospace	New Space, Low Earth Orbit (LEO) communication satellite and Inter-Satellite Laser Communication - KAIST
	Quantum	Challenges and Future of Quantum Information Science and Technology- KAIST
13:10~14:10 (Software)	AI/GPT	The Present and Future of the ChatGPT Era: The Giant AI Ecosystem and Strategies for Response-Naver
	AI/DX	Leadership and Emerging Technologies for Innovated Digital Transformation and IT Transformation in a disrupted world - FPT Corporation
	Platform	Applications and Commercialization Strategies of Generative AI – Wrtn Technologies, Inc.
14:10~15:10 (Hardware)	UAM	Our Journey to Urban Air Mobility - SK Telecom
	Robot	Autonomous Driving Robot Market and Outlook- Twinny
	Aerospace	Prospects and Vision of Small Liquid Engine System-Based Space Launch Vehicles- Perigee Aerospace
15:20~16:00 (Special Session)	SaaS Platform	All the best SaaS in a Single Solution, LG CNS SINGLEX - LG CNS
	Digital Platform	Unlocking the 5G Private Network Opportunity –Qualcomm

5. WIS 2023 Business Meetings

- Date: Apr. 19(Wed) ~ 20(Thu), 2023
- Venue: Rm104, 105, Grand ballroom, COEX
- Organizer: Korea International Trade Association(KITA)
- Participants: 44 Buyers from 11 Countries with 124 Korean Companies.
* Buyers: VIETNAM(11), INDONESIA(8), CHINA(11), England(4), JAPAN(4), INDIA(2), UAE(1), CANADA(1), FRANCE(1), TAIWAN(1)
- Estimated Contract Amount: US\$ 143,302,437 from 518 Meetings.



6. WIS 2023 New Product & Technology Presentation(Open Session)

- Date: Apr. 21(Fri), 2023 / 13:00~15:40
- Venue: Main Stage in Hall A, COEX
- Subject: Presentation of the latest IT technologies and new products from 8 exhibitors.

7. Press Reports

- Over 100 major media and 1,230 press reports.
 - KBS, SBS, YTN, ArirangTV, Dong-A Ilbo, Kyunghyang daily news, Yonhap News, The Munhwa Ilbo, The Chosun Ilbo, The Hankook Ilbo, etc.
- Digital Marketing
 - Cover onsite and promotion by ICT professional YouTubers and Online blogger reporters.
 - Postings show event and exhibitors' articles though Online channels(Facebook, Naver etc.), Giveaway events
 - Online Advertisements on YouTube, Google, Facebook etc.(Total 2,796,000 reached 17,010 clicked)
 - Software Developer Community(50,000 members) Web Advertising, etc.
- Outdoor advertising
 - Advertisements on Subway Station where about 78,000 SW/IT workers commute to work / Overpass banners, etc.



8. WIS 2023 ONLINE LIVE STREAMING(Youtube Live)

- 55 major products of World IT Show 2023 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 non-face-to-face marketing after the show.



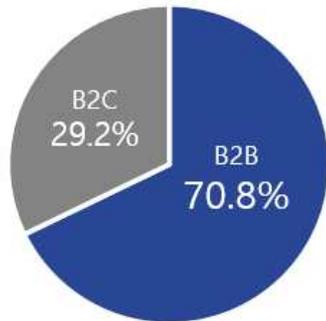
9. Channel of WIS 2023

- Official Website: www.worlditshow.co.kr
- Facebook: www.facebook.com/worlditshow1
- Blog: blog.naver.com/worlditshow
- YouTube: www.youtube.com/channel/UCh_Zq8hYgYmru58xtfsyjjw

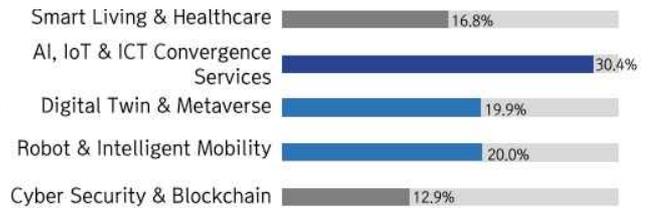


10. VISITOR SURVEY

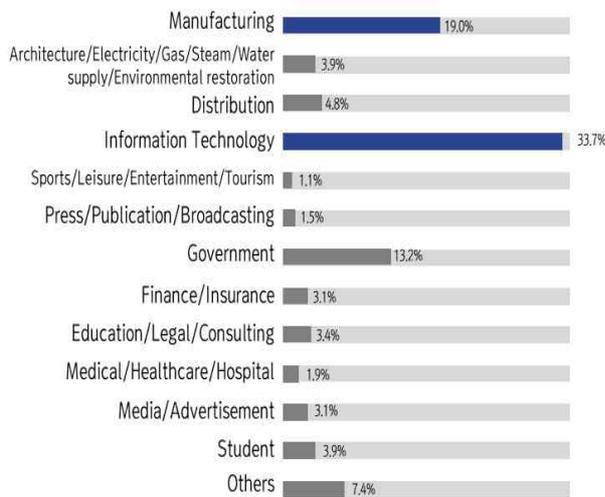
B2B / B2C



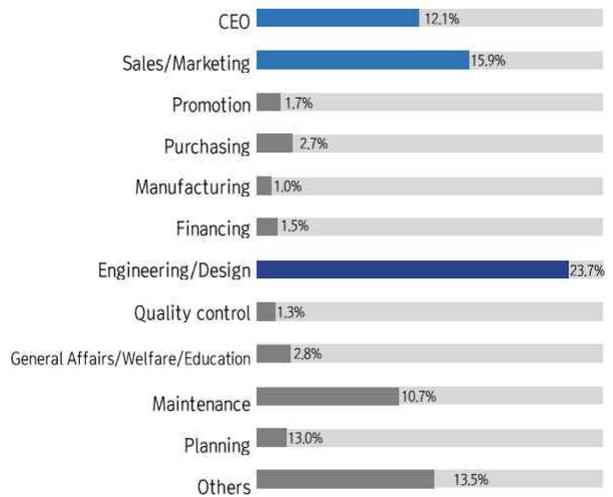
Interested Product / Services



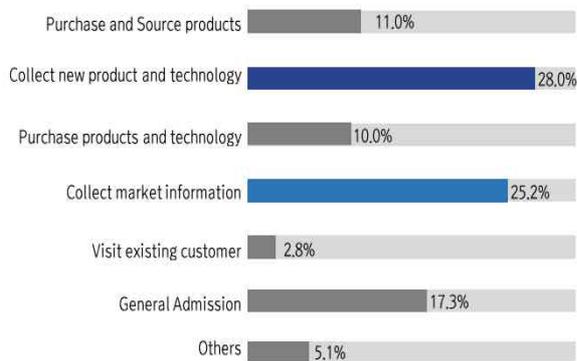
Business Classification



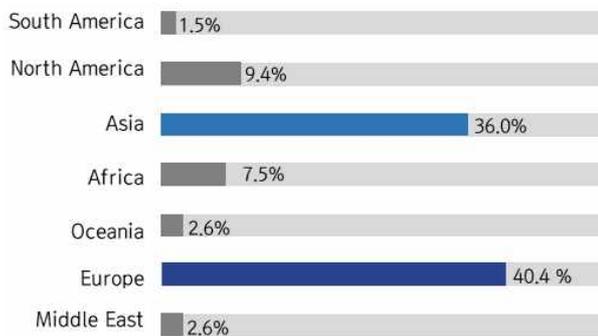
Department in Charge



Purpose of Visit

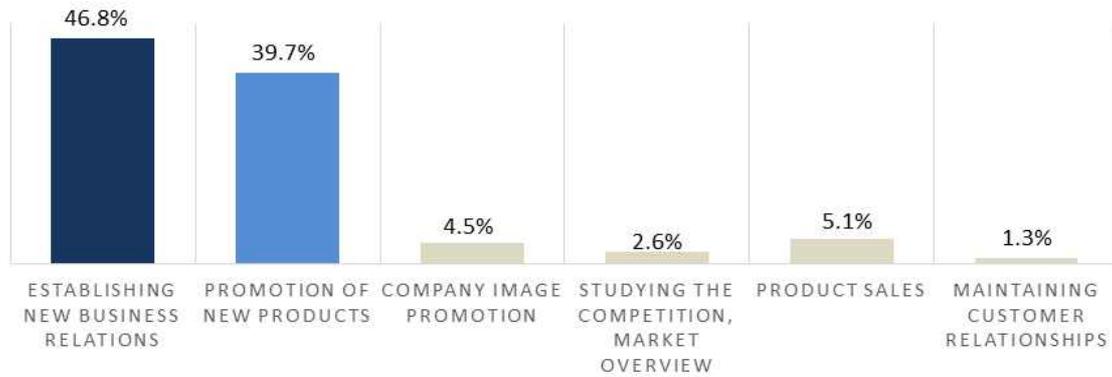


Overseas Visitors

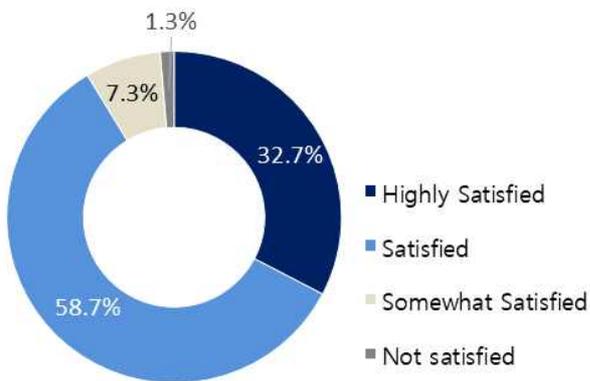


11. EXHIBITOR SURVEY

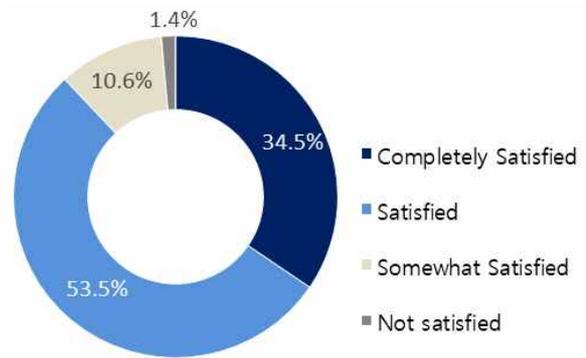
Purpose of participation



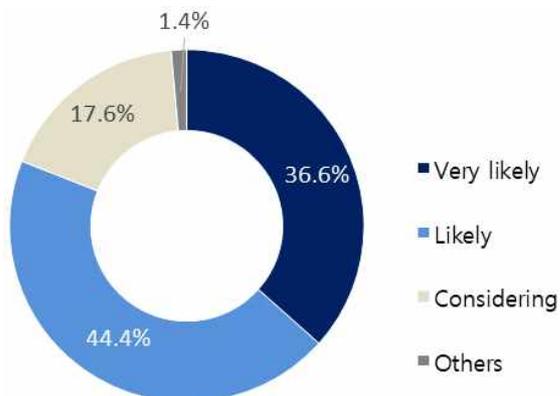
Quality of visitors(Satisfaction)



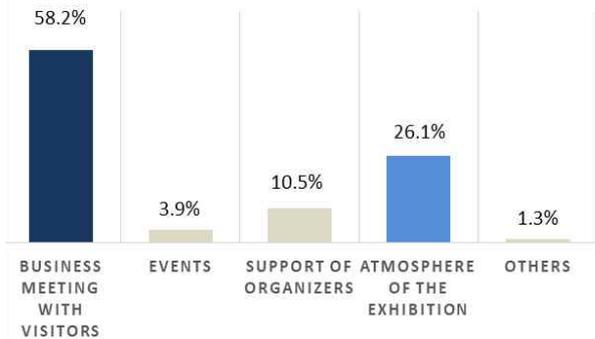
Goal Achievement(Satisfaction)



Plan to participate the show again



The best part of WIS 2023





12. Photos

