



『 World IT Show 2021 』 Show Report

The New Normal, make IT yours!

1. Overview

- **Title** : WORLD IT SHOW 2021
- **Dates** : April 21 - 23, 2021 (3days)
- **Venue** : Hall A &C, COEX, SEOUL
- **Slogan** : The New Normal, make IT yours!
- **Host** : Ministry of Science and ICT
- **Supporter** : Ministry of Trade, Industry and Energy(MOTIE)
- **Organizers** : Korea International Trade Association(KITA), The Korea Economic Daily, The Electronic Times, COEX, K.FAIRS, Korea Association for ICT Promotion(KAIT)
- **Sponsor** : Huawei
- **Concurrent Event** : ICT Tech Commercialization Festival
- **Events**
 - 1) Korea ImpaCT-ech Awards 2021
 - 2) WIS 2021 Global ICT Trend Insight
 - 3) WIS 2021 Online Business Meetings
 - 4) Seminar on ICT Marketing Trend in the COVID-19 Era
 - 5) WIS 2021 Innovation Awards
 - 6) WIS 2021 New Product & Technology Presentations
 - 7) Semiconductor Packaging Integration Technology Seminar



2. Number of Exhibitors

Number of Exhibitors	Number of Booths
311 Exhibitors from 3 countries (Overseas 2 Exhibitors from 2 countries)	909 Booths

3. Number of Visitors

April 21(Wed)	April 22(Thu)	April 23(Fri)	Total
8,678	10,489	13,239	32,406

4. WIS 2021 Online Business Meetings

- Date : Apr. 21(Wed)~22(Thu) 10:00~18:00
- Venue : StartupBranch(2F) and Hall A, C
- Participants : (Buyer&VC) 46 Companies from 10 Countries* and 102 Korean Companies.
 - * CHINA(15), INDONESIA(8), JAPAN(7), KOREA(TRADING COMPANIES)(6), VIETNAM(3), LITHUANIA(2), INDIA(2), UAE.(1), KAZAKHSTAN(1), FRANCE(1)
- Estimated Contract Amount : US\$ 26,055,470 from 139 Meetings.

5. WIS 2021 Global ICT Trend Insight

- Date : Apr. 22(Thu) 10:00~17:00
- Venue : Conference Room E and Online(Hybrid)
- Participants : Over 300(Domestic IT industry participants, leaders etc.)
- Host / Organizer : WIS organizing committee / The Electronic Times
- Main Subjects : Discussions on the application and development of next-generation ICT major technologies such as 5G, AI, Robots, ESG management, and On-Tact.

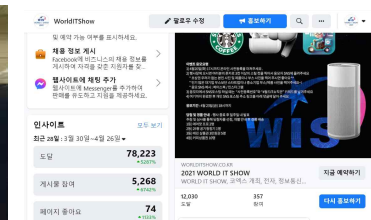
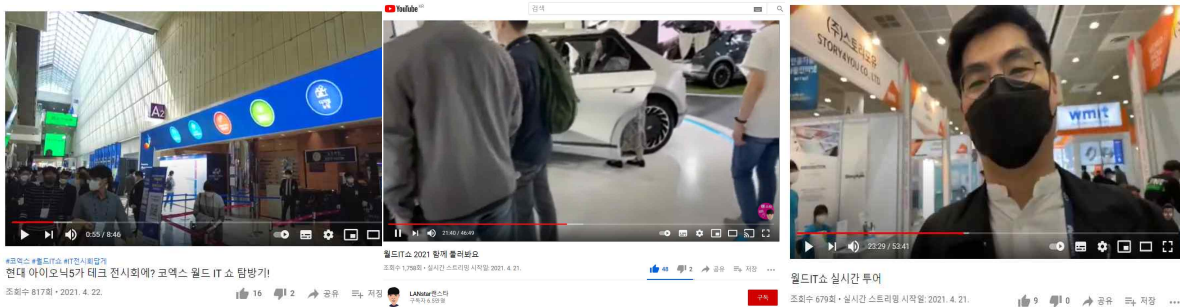


6. Seminar on ICT Marketing Trend in the COVID-19 Era

- Date : Apr. 21(Wed) 14:00~17:00
- Venue : Conference Room 317
- Participants : 92 professionals* from ICT companies in Korea
 - * In compliance with Level 2 social distancing by Korean government, the number of people staying inside the conference room maintained under 77.
- Organizer : Korea International Trade Association(KITA)

7. Press Report

- Over 100 major media and 1,030 press reports.
 - KBS, YTN, TV Chosun, HKWOWTV, MBN, Korea JoongAng Daily, The Munhwa Il-bo, Korea Times, The Korea Herald, Yonhap News etc.
- Digital/SNS and Offline Marketing
 - On-site reviews and Live Streaming by Tech YouTubers and IT Blog Press corps(7,000 visitors per day on average).
 - Software Developer Community(with 50,000 members) Web Advertising and Online Paid Advertisements on YouTube, Google, Facebook etc.(Total 3.2 Million reached, 15,661 Clicks)



8. WIS 2021 ONLINE LIVE STREAMING(with YouTube)

- About 50 major products of World IT Show 2021 were streamed live in Korean and English through interviews with a professional broadcaster. This edited videos can be viewed on WIS's Channel in YouTube and exhibitors can use them as non-face-to-face marketing after the show.

WIS WORLD IT SHOW
2021. 4. 21 - 23 GOEX, Seoul

[YOUTUBE LIVE SCHEDULE]

4. 21	11:00 ~ 11:30	Exhibitor Interview 1 (Hall C)
	13:00 ~ 13:30	Exhibitor Interview 1 (Hall A)
	14:00 ~ 14:40	Exhibitor Interview 1 (Hall A)
	16:00 ~ 15:40	Exhibitor Interview 1 (Hall A)

YouTube AVING LIVE

WORLD IT SHOW 2021
시그봇
현장 인터뷰

다음에서 보기: YouTube

WORLD IT SHOW 2021
지니로봇
현장 인터뷰

다음에서 보기: YouTube

WORLD IT SHOW 2021
현장인터뷰]페이업, "payup ...

페이업
한정희 이사

동영상 더보기

0:11 / 2:08

YouTube

WIS 2021
WORLD IT SHOW

A Dreamy World
A man's dreams are an index to his greatness

Article

제품의 특징점

WORLD IT SHOW 2021
현장인터뷰] 날다, "아메리카...

주문!
'말'로 해요

동영상 더보기

0:19 / 2:15

YouTube

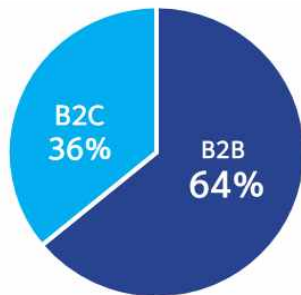


○ **Channel of WIS 2021**

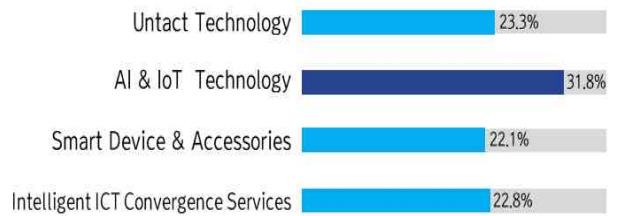
- Official Website : www.worlditshow.co.kr
- Facebook : www.facebook.com/worlditshow
- Blog : blog.naver.com/worlditshow
- YouTube : www.youtube.com/channel/UCh_Zq8hYgYmru58xtfsyjyw

9. VISITOR SURVEY

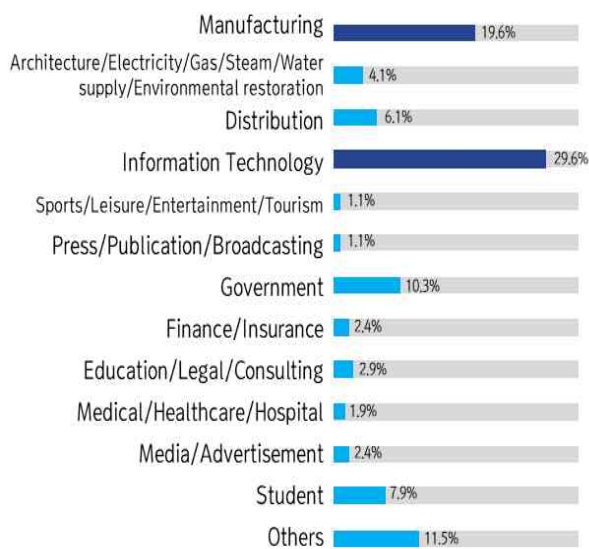
B2B or B2C



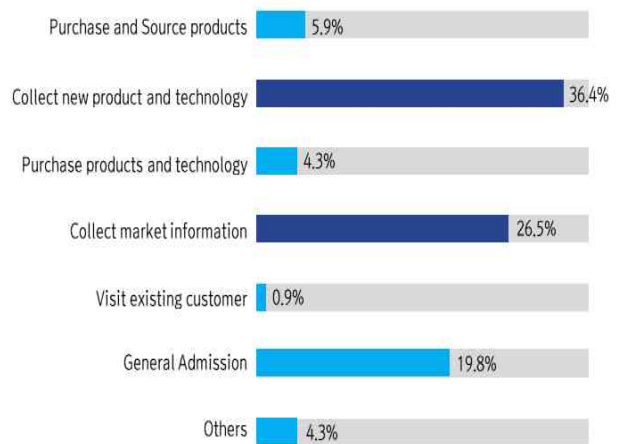
Interested Product/Services



Business Classification

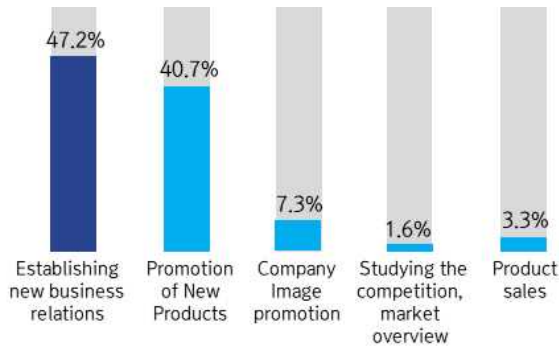


Purpose of Visit

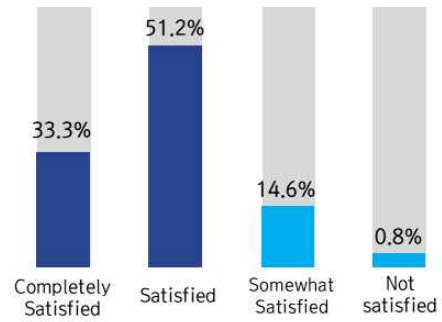


10. EXHIBITOR SURVEY

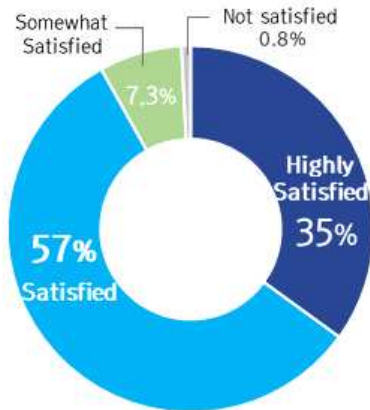
Purpose of participation



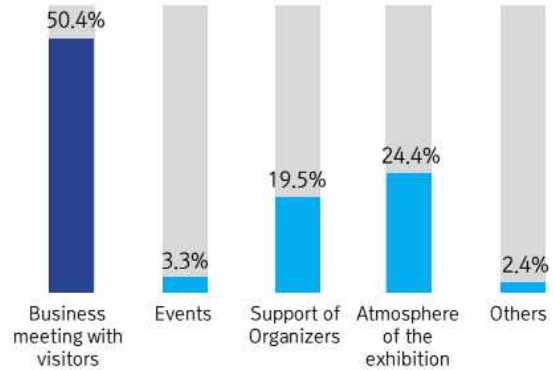
Goal Achievement(Satisfaction)



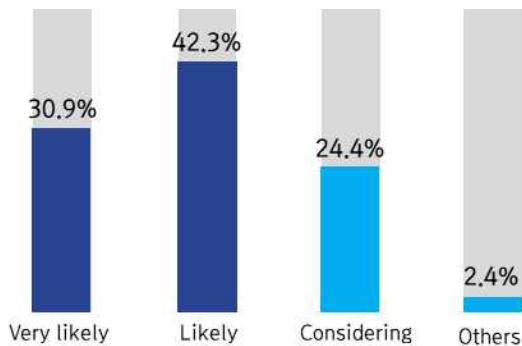
Quality of visitors



The best part of WIS 2021



Plan to participate the show again next year(WIS 2022)



11. Photos



