

Asia Forum Profiles

Country: Korea

Economic Profile:

Population 49,052,988
 Land Area 99,550 ㎡
 GDP \$ 679,674 million
 Annual Growth 4.0%
 Per Capita Income \$ 16,291

Exhibition Profile

Number of exhibition venues 9
 Total space 174,451
 Number of exhibitions held in 2005 375

Exhibition Cities & Figures			
City Name	# of Exhibitions	Net m2 Exhibition Space	Number of Meeting Rooms
Seoul	233	52,018	100
GoYang	38	53,975	70
Busan	50	33,183	30
Daegu	26	11,616	30
KDG Center	7	10,200	25
CECO	9	9,259	10

Types of Exhibitions	
Industry	Number of Exhibitions
Building, Construction, Home & Repair	21
Communications & Information Technology	40
Consumer Goods & Retail	65
Food	32
Government, Public and Non-Profit Services	15
Industrial/Heavy Machinery and Finished Business Inputs	21
Medical and Healthcare	11
Professional Business Services	16
Raw Materials & Science	20
Sports, Travel, Entertainment, Art & Consumer Services	28
Transportation	9

Country's Perception of the Exhibition Industry: The exhibition industry of Korea is raply growing with huge expansion. Korea has a strong market place for small-medium size business and also IT, communication, consumer goods and culture and leisure. The quality of exhibitions is getting better to attract more foreign exhibitors and buyers. It's been a Asian hub for various business.

Types of Organizers Holding Events in the Country:

Government Agencies Yes
 Associations Yes
 Trading Companies
 Venue Owners Yes
 Private Companies Yes

Challenges in Holding Exhibitions in Country: Korea has had a relatively small space for exhibitions, but since last year, several new exhibition centers were constructed with social infrastructure and it gives our clients a better atmosphere for doing their business.

Opportunities/Advantages for Holding Exhibitions in Country: Korea is the core for Northeastern Asia region and it has a easy accessibility with China and Japan. The economic development is growing so fast and there are many opportunities to do new business and launch new tradeshows as well.