

# KOREA IMPORT FAIR 2023

*June 29<sup>th</sup> – July 1<sup>st</sup>, 2023, COEX, Seoul*

## **I. BACKGROUND**

As the world's only import-specialized economic institution worthy of its status as a global leader, Korea Importers Association (KOIMA) has the ability to expand and balance trade and solve global supply chain issues. Korea Importers Association is pleased to announce that the 20th Korea Import Fair will be open from June 29<sup>th</sup> to July 1<sup>st</sup>. The Korea Importers Association has decided to change the name of "The Import Good Fair" to "**The Korea Import Fair**" as of 2023 to secure the stable supply of excellent raw and subsidiary materials for the expansion of trade and enhance the import competitiveness of Korea.

The Korea Import Fair was first organized in 2003 and has achieved the global recognition, as the fair is designed to speak Korea's import trading from the world market. The organizer KOIMA cordially invites foreign exporters who are interested in showcasing global products as well as Korea importers who are anxious to explore the business opportunities with the foreign exporters at the fair.

## **II. OBJECTIVES**

The Korea Importers Association (KOIMA) will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. (Business-to-Business and Business-to-Government)

At the site, KOIMA will provide 'B2B Room' for your matchmaking meetings with Korean importers during the exhibition. The organizer KOIMA is confident to introduce this Show, as the most reputable and respected exhibition in Korea, to support your export to Korea.

## **III. PARTICIPATION**

The Trade Fair will showcase 200 exhibitors from small, medium, and large businesses from all locations of the world and it is expected that 8,000 people will attend the trade fair. In 2023, many participants and visitors related to raw materials are expected.

## **IV. EXPECTED OUTCOMES**

This 'Korea Import Fair' will enhance your market access. You will find the pathway to enter the Korean market for your export. Come and join us with your precious products to attract Korean consumers. You will experience Korea and enjoy your business.

## **V. DATES AND LOCATION**

The Korea Importers Association are willing to hold the event from the 29<sup>th</sup> June -1<sup>st</sup> July, 2023 and the proposed location for the trade fair is the COEX exhibition hall A & B, Seoul. A Steering Committee has been formed and includes the Chamber of Commerce, the government, private sector partners and so on.

## **VI. PROGRAM OUTLINE**

1. Exhibition Information
  - Date: June 29<sup>th</sup> ~ July 1<sup>st</sup>, 2023
  - Venue: COEX Hall, A & B, Seoul Korea

2. Supporting Organizations
  - Ministry of Trade, Industry and Energy
  - Korea Trade Investment Promotion Agency
3. Cooperating Organizations
  - Korea Importers Association
  - Foreign Embassy in Korea
  - AEAN-Korea Centre
  - The Korea-Africa Foundation
  - Korean Council on Latin America & Caribbean
  - Korea-Arab Society
  - Korea-Central Asia Cooperation Forum Secretariat
4. Exhibitors
  - Global exporters, etc.
5. Invitees
  - Korean importers, distributors, wholesalers, merchandisers, etc.
6. Items
  - Energy Products, Metals, Livestock and meat, Agricultural products, Food & Beverages, Cosmetics, Household goods, Kitchenware, IT products, Fashion, Textile, Accessories, Handicrafts, Children's items, Tourism information, Cyber Security etc.
7. Program Activities
  - Exhibition
  - B2B Meetings
  - Seminars

## **VII. REGISTRATION**

1. Submit the completed application form to E-mail: [overseas@koima.or.kr](mailto:overseas@koima.or.kr)
2. Fee
  - Basic: US\$ 2,800/9m<sup>3</sup>(3m x 3m), Space Only: Minimum US\$ 9,200/36m<sup>2</sup> (9m<sup>2</sup> x 4)
  - Early Bird Registration (Promotion):
    - 50% DC from actual price before Dec. 2022 Registration
    - 40% DC from actual price before Jan. 2023 Registration
    - 30% DC from actual price before Feb. 2023 Registration
    - 20% DC from actual price before Mar. 2023 Registration

## **VIII. CONTACTS**

- Mrs. Rachel Hwang, Head of International Relations  
Tel: +82-2-792-4833, E-mail: [rachel@koima.or.kr](mailto:rachel@koima.or.kr)
- Ms. Jessie Jo, Manager, International Relations  
Tel: +82-2-6677-3664, E-mail: [jessie@koima.or.kr](mailto:jessie@koima.or.kr)