

www.igf.co.kr

KOREA IMPORT GOODS FAIR

18th
IMPORT GOODS FAIR
2020. 6. 25(Thu) ~ **27**(Sat)
COEX C 3, 4 Hall

Organizer  **Korea Importers Association**

Sponsor



Ministry of Trade, Industry and Energy



Ministry of Foreign Affairs

kotra

Korea Trade Investment Promotion Agency



Korea International Trade Association

Foreign Embassies in Korea

KOREA IGF IMPORT
GOODS
FAIR



The Most Fascinating Trade Show in the Korean Market

IMPORT GOODS FAIR

KOIMA has organized the Import Goods Fair (IGF) annually since 2003. The IGF has been successfully designed and hosted with the support and participation of the Ministry of Trade, Industry, & Energy, and Korea Trade-Investment Promotion Agency (KOTRA) as well as many foreign embassies in Korea.

The IGF is intended to help foreign manufacturers and suppliers by providing opportunities to introduce and advertise their famous brands and quality products to Korean importers and consumers. There you can encounter the world's most promising goods and multitude of cultures together in one place, providing you a doorway to the Korean Import market.

At the exhibition, there will be food & beverages, handicrafts, cosmetics, and household items—including kitchen appliances & home decoration. Moreover, many superior domestic firms will participate, and many events will be prepared, such as seminars given by distribution experts, a trade policy session presented by the Korean Government, and much more.

The IGF is a showcase for many firms capable of not just leading development of the Korean import market, but also revitalizing domestic and global economies.

Therefore, firms which are interested in establishing new networks and creating substantive marketing effects are strongly encouraged to participate.



“
**As an only import-oriented exhibition in Korea,
the Import Goods Fair is the bridgehead for foreign
countries to enter Asian market**
”



—
**Korea's import market ranks the 9 in the world
with trade volume around 500 billion dollars**



AIR
Room



KOREA IMPORT GOODS FAIR



Previous IGF REPORT

We were with 80 Participating Countries,
200 Companies and 16,271 Visitors.

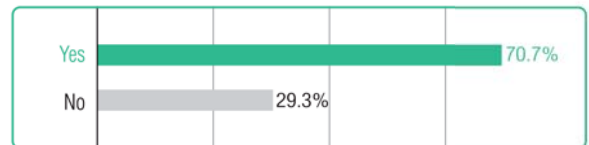
1 Daily Visitor Status

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| 2018-6-21 | 4,893 | 30.1% |
| 2018-6-22 | 4,913 | 30.2% |
| 2018-6-23 | 6,465 | 39.7% |
| Total | 16,271 | 100.0% |



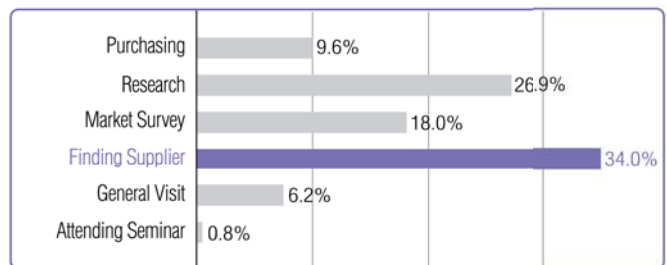
2 Doing Import Business currently?

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| Yes | 11,500 | 70.7% |
| No | 4,771 | 29.3% |
| Total | 16,271 | 100.0% |



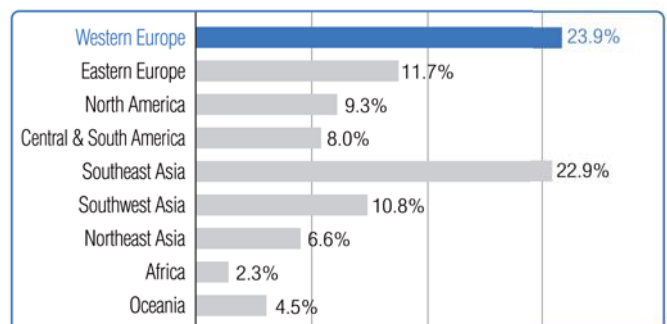
3 Purpose of Visit

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| Purchasing | 1,558 | 9.6% |
| Research | 4,369 | 26.9% |
| Market Survey | 2,927 | 18.0% |
| Finding Supplier | 5,540 | 34.0% |
| General Visit | 1,011 | 6.2% |
| Attending Seminar | 124 | 0.8% |
| Others | 742 | 4.6% |
| Total | 16,271 | 100.0% |



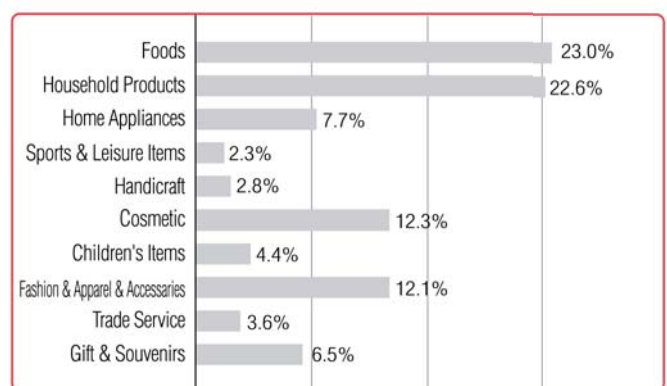
4 Countries of Interest

| Research contents | Number of respondents | Ratio |
|-------------------------|-----------------------|--------|
| Western Europe | 4,580 | 23.9% |
| Eastern Europe | 2,251 | 11.7% |
| North America | 1,773 | 9.3% |
| Central & South America | 1,535 | 8.0% |
| Southeast Asia | 4,381 | 22.9% |
| Southwest Asia | 2,067 | 10.8% |
| Northeast Asia | 1,267 | 6.6% |
| Africa | 449 | 2.3% |
| Oceania | 855 | 4.5% |
| Total | 19,158 | 100.0% |



5 Business Field of interests among visitors

| Research contents | Number of respondents | Ratio |
|---------------------------------|-----------------------|--------|
| Foods | 4,087 | 23.0% |
| Household Products | 4,017 | 22.6% |
| Home Appliances | 1,368 | 7.7% |
| Sports & Leisure Items | 412 | 2.3% |
| Handicraft | 492 | 2.8% |
| Cosmetic | 2,190 | 12.3% |
| Children's Items | 789 | 4.4% |
| Fashion & Apparel & Accessories | 2,158 | 12.1% |
| Trade Service | 644 | 3.6% |
| Gift & Souvenirs | 1,150 | 6.5% |
| Others | 476 | 2.7% |
| Total | 17,783 | 100.0% |





**We, Korea Importers Association,
wish you great success in your
access and expansion into the Korean market**

Exhibition Overview

| | |
|------------------|---|
| Period | June 25(Thu) – 27(Sat), 2020 (10:00-17:00) |
| Venue | Hall 3, 4, COEX, Seoul Korea |
| Scale | 200 booths |
| Items | Food & Beverage, handicrafts, cosmetics, Children's items, Home decoration, Jewelry & accessories, Sports & leisure items, Electric & electronic appliances, Daily necessities, Trade & travel service etc. |
| Event | B2B 1:1 meeting etc, Korea's Trade(Import) policy session |
| Organizer | Korea Importers Association(KOIMA) |
| Sponsor | Ministry of Trade, Industry and Energy(MOTIE), Korea Trade Investment Promotion Agency(KOTRA) Korea International Trade Association(KITA) Foreign Embassies in Korea |

Booth Fee

| | | |
|------------------------|--|---|
| Booth Type | <div>Basic</div>  | <div>Space Only</div>  |
| Price | US\$ 2,800/9m ² | US\$ 2,300/9m ² Minimum US \$9,200/36m ² |
| Complimentaries | 1 Information Desk, 1 Folding Chair, 3 Spotlights, Power Outlet(1KW), Fascia Board, Carpet, Walls, Round Table, Chairs:4 ※ The booth is designed in 9m ² per unit | |

Discount Rate

| | | |
|-------------------|-------------------------------|-------|
| Booth fee | US \$ 2,800 / 9m ² | Basic |
| Early Bird | By Feb. 28, 2020 | 20%DC |
| Group | 4-9 booth | 10%DC |
| | 10-19 booth | 15%DC |
| | More than 20 booth | 20%DC |

Application Info.

Deadline : Apr. 30, 2020
 How to apply : submit the completed application

| | |
|------------------|---------------------------------|
| By online | igf@koima.or.kr |
| By Fax | 82-2-749-1832 |
| By E-Mail | igf@koima.or.kr / www.igf.co.kr |

Settlement Instruction

| | |
|---------------------|--|
| Bank Account | 180-007-121524 Shinhan Bank |
| Beneficiary | Korea Importers Association (KOIMA) |
| Swift Code | SHBKRRSE |



KOREA IGF Secretariat
 Korea Importers Association(KOIMA) 169 Bangbae-ro, Seocho-gu, Seoul, Korea
 Tel: 82-2-6677-1311 / Fax: 82-2-749-1832 / igf@koima.or.kr / www.igf.co.kr

국내 유일의 수입상품 B2B 소싱 전문 박람회

2019 제17회 수입상품전시회

역대 최대 성과로 글로벌 전시회로 한 단계 도약!

Korea's Only B2B Import Goods Sourcing Fair

17th Import Goods Fair 2019

Another Leap Forward as a Global Exhibition with the Record Best Performance!





80개국 200개 기업 참가, 해외기업 참가율 94% 국내 최대
B2B 상담실적 700억 원 넘어 역대 최고
참가기업 만족도 높아 내년 전시회 재참가 의사 90% 넘어
2020년 전시회 두 배 규모로 확대, 100개국 300개 기업 참가 예상
국내 최대 글로벌 소비재 B2B 소싱 박람회로 도약 기대

200 companies from 80 countries participated; at 94%, this is the best overseas company participation rate among Korean exhibition events.

This year's event had the record best performance, with more than KRW70 billion in B2B consultation.

The participating companies were highly satisfied, with more than 90% willing to participate again next year.

The fair will double in size in 2020, with 300 companies from 100 countries expected to participate.

The event is expected to grow into Korea's largest global B2B consumer goods sourcing fair.

국내에서 유일한 해외상품 B2B 소싱 박람회인 '2019 수입
상품전시회(IGF 2019)'가 역대 최대 실적을 달성하며 성황
리에 개최됐다.

6월 27일부터 3일간 서울 삼성동 코엑스 B홀에서 열린 수
입상품전시회는 세계 80개국 200개 기업이 참가해 각국의
대표상품을 비롯해 식품, 인기 생활용품, 아이디어 상품,
특산품 등을 전시했다.

전시 기간 동안 15,000여명의 관람객이 전시장을 찾았으
며, 특히 대형 할인점을 비롯해 온오프라인 유통사 1만여
명의 바이어들이 방문해 전시 제품을 둘러보고, 참가사들
과 소싱을 위한 열띤 상담을 진행했다.

일반 관람객들도 80여 개국의 다양한 소비재 상품들을 보
기 위해 많은 방문이 이어졌으며, 해외여행에서 볼 수 있었

The Import Goods Fair 2019 (IGF 2019), the only B2B
overseas goods sourcing fair in Korea, was successfully
held with the record best performance.

IGF 2019, hosted at Hall B, Coex in Samseong-dong,
Seoul, for three days from June 27, was attended by two
hundred companies from eighty countries that exhibited
their representative goods in food, lifestyle, idea product,
and specialty product categories.

During the event, more than 15,000 visitors came to
the venue, including about 10,000 buyers from online
and offline distributors such as large grocery markets.
They viewed the exhibited products and made business
meetings with the exhibitors to assess sourcing potential.
More than 5,000 members of the general public visited the
fair to view various consumer goods from eighty countries,
which can typically only be accessed during overseas trips.
Some goods that were officially imported were sold to the





던 특산품들을 한자리에서 보고 일부 정식 수입이 된 상품
들은 현장에서 구매도 가능해 즐거움이 배가 되는 시간이
었다.

전시회 참가사의 유통판로 개척을 지원하는 ‘1:1 B2B 소싱
상담회’는 전시회 기간 동안 진행되었으며, 총 344회의 상
담과 700억 원의 상담실적을 기록하며 역대 최고 실적을
기록했다.

B2B 상담회에는 대형 유통사인 롯데마트 글로벌소싱팀 바
이어를 비롯해 다이소, 쿠팡, 세븐일레븐, 미니스톱, AJ에
프앤비 등 대형 유통사 바이어들과 온오프라인 전문 유통
사들이 적극적으로 참여해 해외 좋은 상품을 소싱하기 위
한 선의의 경쟁을 펼치기도 했다.

전시회 참가사의 B2B 상담회에 대한 만족도도 매우 높았

public, doubling the enjoyment for the visitors.

One-to-One B2B sourcing meeting sessions were also held
during the fair to support the participating companies to
develop distribution channels. A total of three hundred
and forty-four business meeting sessions took place to
discuss potential contracts amounting to 70 billion Korean
won, which was a record for the event.

B2B meeting sessions were actively attended by buyers
from large retailers such as the Lotte Mart Global Sourcing
Team, as well as buyers from other retail companies such
as 7-Eleven, Ministop, and AJ F&B, who engaged in a
goodwill competition to source good overseas products.

The participating companies were highly satisfied with
the B2B consultation sessions, proven by the results of a
survey, in which more than ninety percent answered that
they would like to participate in next year's IGF as well.

으며, 이를 증명하듯 전시회 만족도 설문조사 결과 90% 이상이 내년 수입상품전시회에도 참가하고 싶다고 응답했다.

매년 부대행사로 진행하던 세미나는 금년 전시회에서는 메인 행사로 탈바꿈하여 무대장치를 고급스럽게 바꾸고, 좌석 규모도 200석으로 확대하여 많은 참관객들이 양질의 세미나를 들을 수 있도록 새롭게 준비했다.

3일간 각각의 주제를 정하여 첫날에는 '유통 판매 노하우 및 수입시 꼭 알아야 할 정보', 둘째 날에는 '글로벌 이커머스 포럼', 마지막 날에는 '소량 다품종 수입업 창업을 위한 세미나'로 진행됐으며, 강사로는 실제 현업으로 활동하고



The seminar, which had been an auxiliary event in past years' event, became a main event this year. With a more luxurious stage and two hundred seats, the event was planned to provide high-quality lectures for a larger audience.

The three-day seminar had three different topics for each day: "Retail Know-hows and Must-Know Import Information" on Day 1, "Global e-Commerce Forum" on Day 2, and "Small Quantity Batch Import Startup Seminar" on the last day. Currently active buyers and other officials gave the lectures to provide highly satisfactory and relevant information to the audience.

IGF is a great opportunity to not only source overseas goods that have not yet been introduced to Korea, but also to expand distribution channels for already imported goods.



있는 바이어와 관계자들이 직접 강연해 현장감 있는 내용으로 만족도가 매우 높았다.

수입상품전시회는 아직 한국에 소개되지 않은 해외 상품을 소싱할 수 있는 좋은 기회일 뿐만 아니라 수입된 상품의 유통 판로를 개척할 수 있는 좋은 기회로 자리 잡아 가고 있다. 금년 수입상품전시회는 해외 참가기업의 비중이 94%로 역대 가장 높았으며, 내년에도 많은 해외기업들이 한국 시장에 진출하기 위해 수입상품전시회를 찾을 것으로 예상된다.

국내 수입사들도 유통 판로를 개척하기 위해 많은 바이어들을 만날 수 있는 좋은 기회가 되는 만큼 많은 참가가 예상된다. 📍

참가문의

전화: 02-6677-1311 / 팩스: 02-749-1832 / 웹사이트: www.igf.co.kr
이메일: igf@koima.or.kr

Ninety-four percent of this year's IGF participants were foreign companies. Many more overseas companies' participation is expected to come to IGF next year as well to explore their market in Korea.

IGF is also a good opportunity for Korean importers to expand their retail channels by meeting many buyers, which is expected to grow the event even further.

2020 제18회 수입상품전시회 18th Import Goods Fair 2020

KOIMA 한국수입협회

Date: June 25 (Thu.) – 27 (Sat.), 2020

Location: Coex C Halls 3, 4 (5,184sqm)

Participation Capacity: 300 Booths from 100 Countries

Application Info.

Tel: 82-2-6677-1311 / Fax: 82-2-749-1832 / igf@koima.or.kr / www.igf.co.kr