
K-SAFETY EXPO 2019

Korea Innovative Safety & Security Expo 2019

2019.9.25(Wed.) ▶ 27(Fri.) / KINTEX



Show overview

Title K-SAFETY EXPO 2019(Korea Innovative Safety & Security Expo 2019)

Period Wed. 25 – Fri. 27 of Sep, 2019

Venue Hall 1~5, Exhibition Center 1, in KINTEX

Hosted by  Ministry of the Interior and Safety  Ministry of Trade, Industry and Energy  Global Inspiration GyeongGi-Do

Managed by  KINTEX  kotra
Korea Trade-Investment Promotion Agency

Scale 50,000m² / 450 exhibitors participating in 1,300 booths

Visitors 60,000 visitors

Homepage www.k-safetyexpo.com

Concurrent Show

Korea Climate and Meteorological Industry Exhibition (KCMIE),

International Road & Traffic Expo 2019,

Korea International Construction & Industrial Safety Expo 2019

K-SAFETY EXPO 2019

This is the largest market place of safety industry in Korea to introduce advanced technologies in safety industry of Korea to public and private buyers coming from home and abroad.



The largest comprehensive exhibition on safety industry in Korea, organized by government

- Active participation from security related ministries and departments of Korean government, municipalities and public institutions (Last year 20,000 people visited or participated in the exhibition from 80 ministries, municipalities and public institutions)
- Aligned with security projects of each department (policy, R&D, conference and others) to reflect on the exhibition



The platform of sharing the latest technologies and trend of global safety industry

- First to demonstrate safety technologies and promote information exchange in the world
- Expert conference & seminars and education with more than 30 participants from home and abroad.



Optimal business platform to improve performance of participating companies and explore new sales channels

- Along with Trade Meeting and Consulting of integrated business demand, active PR on the participating companies and products both home and abroad



Annual settlement of safety industry of the year and venue of safety experience and education to boost awareness on safety

- Award ceremony in the safety-related sectors, including Safety Technology Awards and Innovation Awards
- Experience and participation events, including Safety Village and Safety Industry Cultivation Audition

Exhibition Items

Disasters	Disaster safety communication network, R&D technology to reduce natural disasters including earthquake and wind and flood damage, Disaster forecast system (Smart Earthquake Forecast, etc.), Disaster recovery equipment, Rescue equipment, Rescue robots, etc.
Fire Safety	Fire fighting equipment(fire fighting, emergency rescue, etc.), Fire fighting tools (extinguisher, sprinkler, water flow detection device, fire hydrant, etc.) Smart fire detection and Warning system, Smoke detection system, Fire fighting vehicles (fire truck, fire helicopter, national fire agency), etc.
Industrial Safety	Safety gear (safety helmet, safety belt, safety shoes, safety gloves, dust protective mask, canister mask, protection suit, etc.), Fine dust reduction device, Ozone reduction device, Explosion-proof device and Safety education, etc.
Construction Safety	Safety design, Safety materials and parts, Construction safety diagnosis, Safety education(VR,AR), Nonflammable materials, etc.
Security	Video Security(CCTV, Monitoring system etc.), Access Control(Bio recognition, Sensors, Security gate etc.), Information security&IoT(Network security, System security etc.), Public Safety System(Security service, Unmanned security system etc.)
Living Safety	Electricity safety, Gas safety, Pedestrian safety, Crime prevention, Public health safety, Noise management, etc.
Transport Safety	Roads and transportation facilities(guardrail, safety block, light bars, emergency light, rope bar, reflection devices, wheel chock, soundproof facilities, raised pavement marker), ITS and Smart transpiration, Road information system, Parking system, Road safety inspection, Aviation and Railway safety equipment, etc.
Maritime Safety	Rescue vessel, Life saving equipment, Navigation/Communication equipment, Ocean disaster prevention equipment, etc.
Government Policy	Disaster prevention policy of the central government ministries, municipalities (basic, metropolitan) public institutions

Innovative Technology Zone

Exhibition hall to display products and technologies
of high-tech safety companies, applying the 4th industrial revolution including 5G, Robot, IoT, FIDO, ARVR, Big Date and others on safety products



Participants qualification Companies applying the 4th industrial revolution technologies (5G, Robot, IoT, FIDO, ARVR, Big Date and others) and technologies of the company on safety products

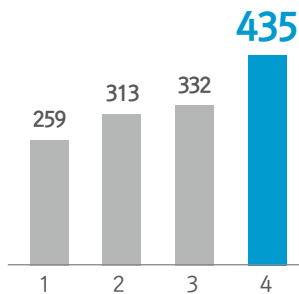
Clean Air Zone

Introduce the concept and causes of fine dust and disseminate the public action against the response. Support related industries by displaying facilities, products and services to solve fine dust problems

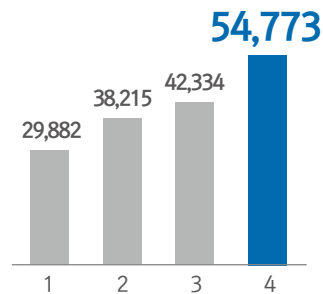
Fine Dust Safety	Dust Collector/Reduction	Air purifier, Fine dust barrier, Ventilation system, and Baghouse facility(e.g. power plants, factories, and Educational facilities)
	Protection/Response	Fine dust mask, Oxygen generator, Cleaning agent, Robot vacuum cleaner, etc.
	Remove Cause	Green paint and building materials, Eco-friendly vehicles, Renewable energy, etc.
	Government Policy	Public institutions for responding to fine dust, State-run research institute for responding to fine dust



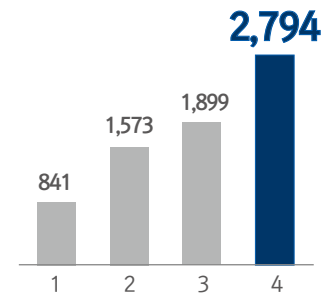
> Participated companies



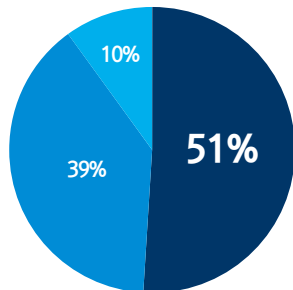
> Visitors



> Contract amount

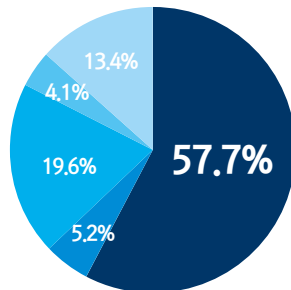


> Satisfaction level



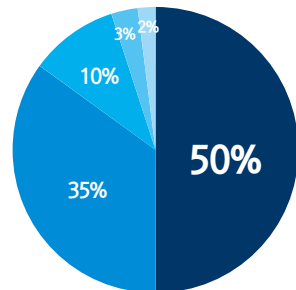
■ Higher than expected
■ Satisfied
■ Dissatisfied

> In which categories, did you find it higher than expected



■ PR effect
■ Sales boost
■ New buyer meeting/Sales channel exploration
■ Network maintenance/management
■ Information acquisition and R&D motivation

> Intention to participate again



■ Positively considering
■ Schedule to participate
■ Participation
■ Others
■ nonparticipation

➤ Support/benefits program for participating companies

Business Programs

01 Trade Meeting

Opportunities for 1:1 Trade meeting with overseas companies or buyers, invited directly by KOTRA



02 Consulting of integrated business demand

Opportunities of consultation to explore business partners, building cooperative system, (including R&D) among safety industry, public institutions and other industries in Korea and overseas



03 Investment promotion seminar

Customized investment consulting for companies including IR pitching, knowhow, investment methods by investors



PR

01 PR on official website

Advertise on the products of participating companies on the official website that attracts more than 300,000 visitors a year



02 Newsletter PR

Introduce the participating companies and products in the newsletter to 30,000 members of safety industry



03 Official SNS PR

Introduce and post news of the participating companies on the official Facebook page with more than 10,000 followers



Others

01 Support for invitation of overseas buyers

Support for accommodation expense when they invite overseas accounts or potential buyers during the EXPO (up to 2 nights at 5-star hotel)



02 Support for participation in overseas partnership exhibition

Providing special discount for participation fee in the partner exhibitions of K-Safe EXPO, including RISCON(Japan), ISNR(UAE), PS Indonesia(Indonesia) and Global Sources Exhibitions(Hong Kong)



> APPLICATION



Booth types and unit price of attendance fee

Space only	USD 2,500 Item excluded	<ul style="list-style-type: none"> • 3m(w)x3m(h) • Only contracted space provided • Only available to 2 booths or larger • Exhibitors must hire KINTEX official contractor to carry out booth installation 	
Shell Scheme	USD 3,000 Item excluded	<ul style="list-style-type: none"> • Shell Scheme(3mX3m), Fascia Board(Kor./Eng.) • Lighting, Pytex • A pair of info desk and folding chair • A round table and 4 chairs • 1KW Elec. (220V power outlet) • Additional facilities / service are available at extra cost 	
Premium Scheme	USD 3,600 Item excluded	<ul style="list-style-type: none"> • Premium Block Booth (3mX3m), LED Board(Kor./Eng.) • Lighting, Pytex • A pair of info desk and folding chair • A round table and 4 chairs • 1KW Elec. (220V power outlet) • Additional facilities / service are available at extra cost 	

Discount category	Discount rate	Applicaton Dedaline
<input checked="" type="checkbox"/> 1st early application discount	a discount of 300\$ per booth	~ 2019. 04. 19.(Fri.)
<input checked="" type="checkbox"/> 2st early application discount	a discount of 150\$ per booth	~ 2019. 05. 31.(Fri.)
<input checked="" type="checkbox"/> Discount for revisiting companies	a discount of 100\$ per booth	~ 2019. 07. 31.(Wed.)

Principle of allocating booths

