

**2015**

# Post Show Report



**Oct. 20-22, 2015**

# **KOAA** SHOW

Korea Automotive Industry Exhibition



KOAASHOW 2015

Korea Automotive Industry Exhibition

## Fact and Figures

### Organizers

Automotive Industry Globalization Foundation (AIN Global)

Korea Trade-Investment Promotion Agency (Kotra)

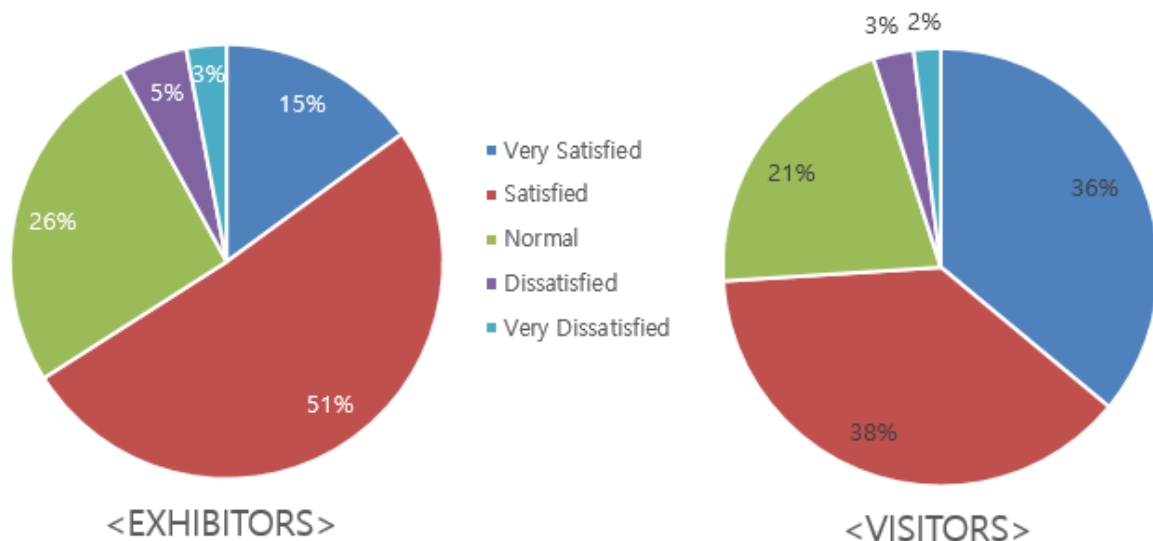
### Sponsors

Ministry of Trade, Industry & Energy, Korea Auto Industries Coop. Association

#### A. SHOW DATA

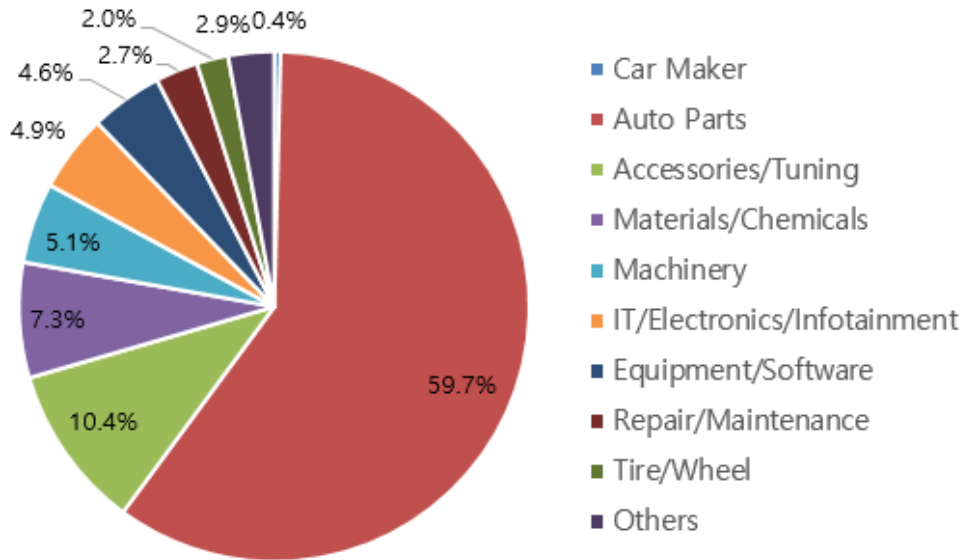
Space	17,000m <sup>2</sup>
Exhibitors	321 companies from 11 countries - Domestic : 280 - Overseas : 41 (China, Czech, Germany, India, Japan, Macedonia, Mexico, Singapore, Taiwan, USA)
Visitors	16,454 visitors from 64 countries - Domestic : 15,641 - Overseas : 813

#### B. EXHIBITORS AND VISITORS SURVEY

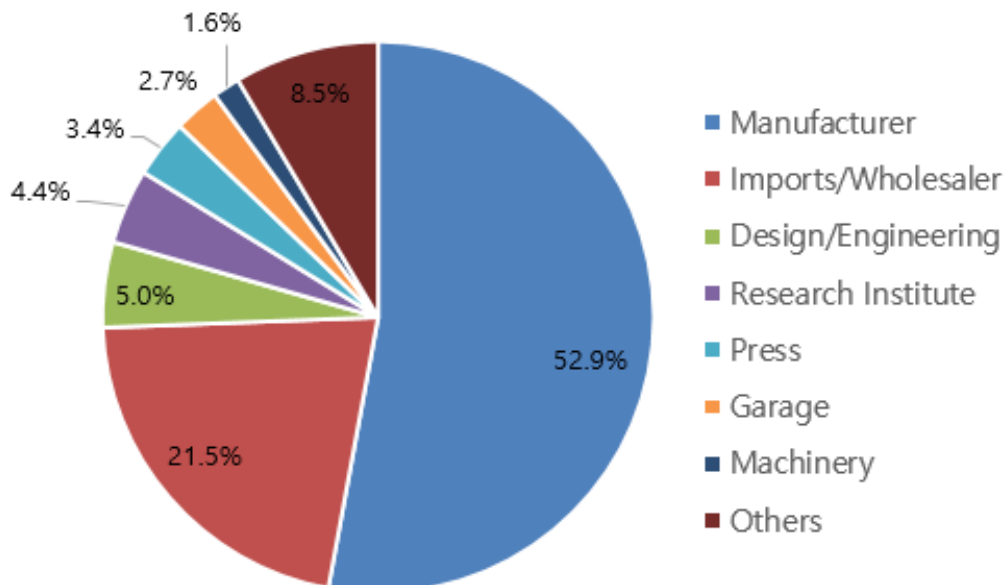


## Analysis of Exhibitors and Visitors

### A. EXHIBITORS PRODUCTS



### B. CLASSIFICATION BY VISITORS COMPANY



## Events

### A. One-on-One Business Meeting

- Period: Oct. 20~22, 10:00~17:00
- Venue: a separate place in the hall 8B
- Buyers: 134 companies from 42 countries
- Number of business: 2,551
- Main Visitors : Daimler AG(BENZ), AUDI, VOLKSWAGEN, BROSE, SIEMENS, BORGWARNER, MAGNETI MARELLI, BOSCH, BAIC, Minth Group, MTBML, TATA, HITACHI AMS, KANEMATSU, General Motors, DEFTA etc.



### B. 2<sup>nd</sup> KOREA-EU AUTOFORUM

- Date: Oct. 20<sup>th</sup> and 22<sup>nd</sup>
- Venue: Seminar room #303 and 308
- Contents : The strategy of EU market advance
- Speaker: Daimler AG, IAV etc.

