

## [PROFILE]

The 20<sup>th</sup> Korea Auto Industry & Global TransporTech (KOAAGTT SHOW 2023)

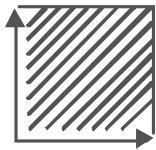
- ▶ Date: 18-20 October 2023
- ▶ Venue: KINTEX1, Hall1
- ▶ Organizers: AIN Global, Kotra

## [HISTORY]

- ▶ 2004: First Opening -> 20 times in 2023, The longest-running show in Korea
- ▶ 2017: Joint Hosting with 'Global TransporTech(GTT)' organized by Kotra
- ▶ 2020~: Combined Exhibition as 'KOAAGTT SHOW'
- ▶ 2023: Jointed Exhibition with Tool and Metal industry

## FACT SHEET

### Space



10,611 m<sup>2</sup>

### Exhibitors



209, 8 countries  
- Korean 120  
- Overseas 89

### Visitors

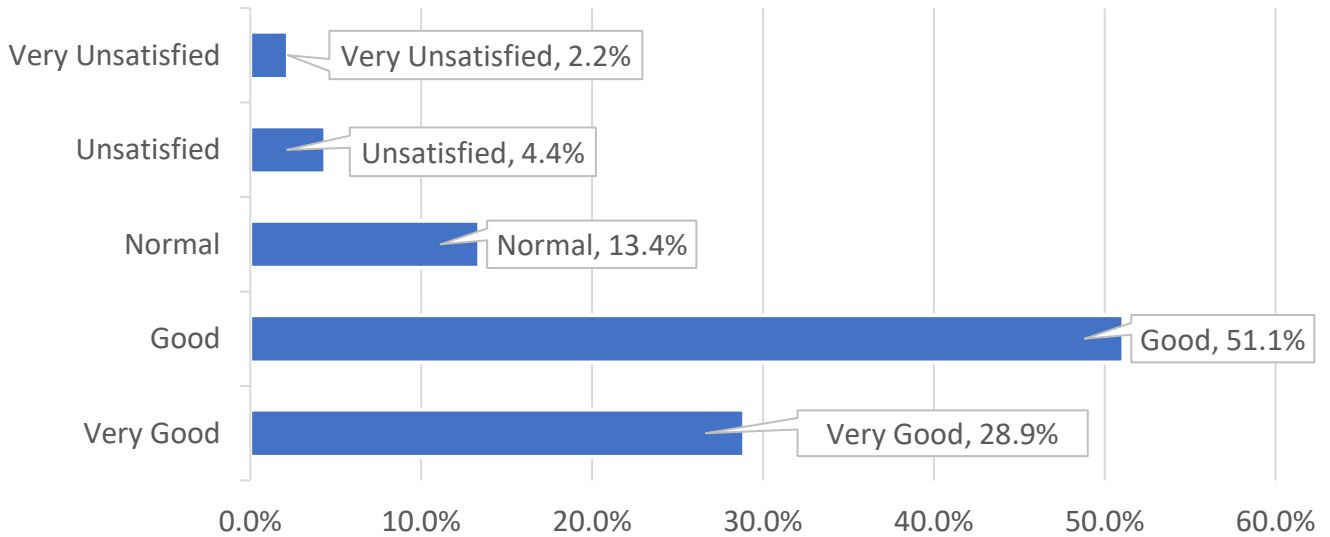


6,038  
- Korean 5,397  
- Overseas 641



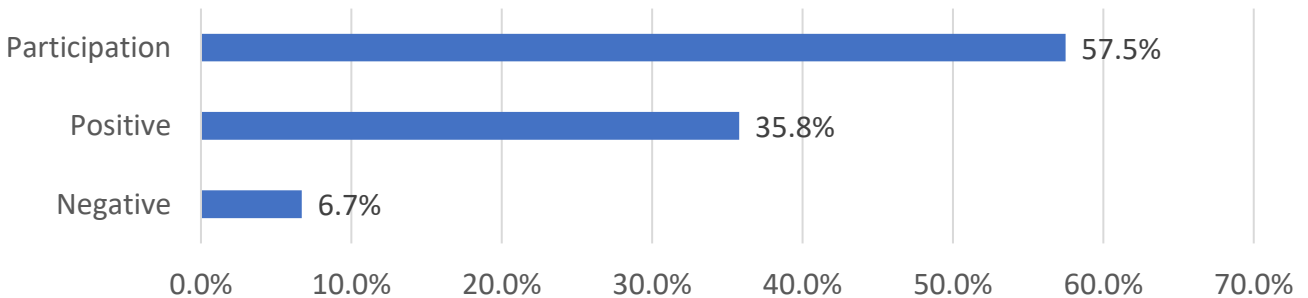
## Satisfaction

## Re-participation in 2023

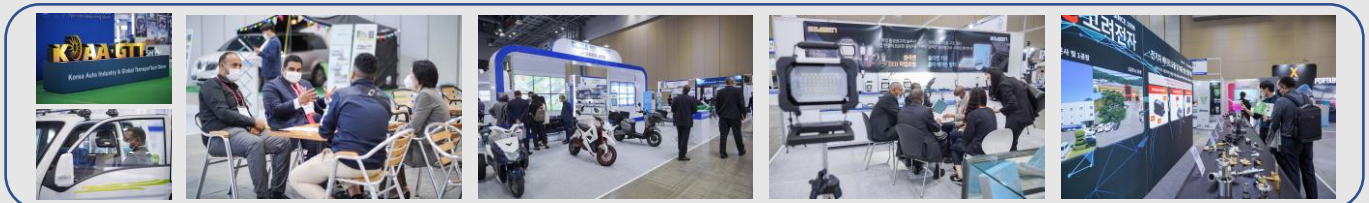


80% of the participants selected “Very Good” or “Good”

## 2024 Re-Participation



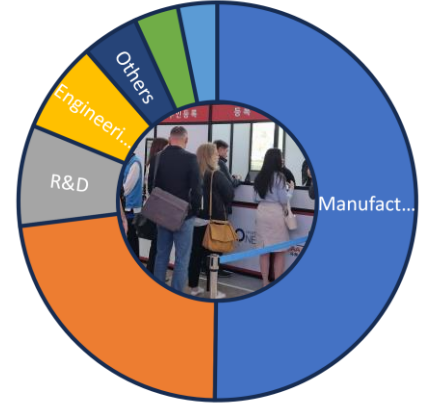
Regarding to the participating again next year, 93.3% expressed that they plan to re-participate or positively consider re-participation.



The total number of visitors at the 2023 show was 6,038 and came from 51 countries. The number of overseas visitors was 641.

## Classified by Industry

● Manufacturer: Auto makers, Tier 1~3, etc.	50.2%
● Import/Wholesaler: On-offline Distributors	22.8%
● R&D	8.2%
● Engineering: Production and Testing	7.4%
● Garage	3.6%
● Institute/Association	3.2%
● Others: Press, Transportation, Leisure Facility	4.6%



## Classified by Job

● Researcher / Engineer	28.3%
● CEO / Management	23.1%
● Purchasing	19.5%
● Sales / Marketing	17.9%
● Production / Q.C	6.6%
● Others	4.6%



## 참관 목적

● Market Research	35.1%
● General Visit	24.2%
● Purchasing	21.9%
● Others	10.1%
● Promotion	5.4%
● Conference	3.3%

