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Proposal for Overseas Company Participation

Promotion & Business Platform: Highlighting Government Energy Policies, Latest Technologies and Products

The 2nd World Climate Industry EXPO

Overview

Event Name

The 2nd World Climate Industry EXPO (The 43rd Korea Energy Show)

Date

September 4th (Wed) - 6th (Fri), 2024

Venue

Busan, BEXCO

Exhibition Areas

Korea Energy Show
Future Energy Hall, Carbon-Free Energy Hall (Korea Energy Show Clean Energy Zone, Net Zero Zone), Future Mobility Hall, Weather and Climate Industry Hall, etc.

Events

Business

- ✓ MOU and Contract Signing Ceremony
- ✓ Export Consultation Meetings
- ✓ Domestic Purchase Consultation Meetings

Promotion

- ✓ WCE Innovation Award
- ✓ New Product Launching Event
- ✓ Company Booth Interview

Host



Organizer



"The 43rd Korea Energy Show" Will Be Held as the Main Exhibition of the World Climate Industry Expo

CONFERENCE

CONVENTION HALL 1·2·3 F

- **Leader Summit**
- **Energy Summit**
- **Climate Summit**

Exhibition Center 1

- **Future Energy Hall** Korea Energy Show
(Previously Energy Efficiency Hall)
- **Carbon Free Energy Hall**
Clean Energy Zone Korea Energy Show
Net Zero Zone
- **Future Mobility Hall**
- **Weather & Climate Industry Hall**
- **Climate Technology Hall**
- **GGHK** (Export Consultation)

Exhibition Center 2

- **Environment Energy Hall**
- **GGHK** (Export Consultation)

OPENING CEREMONY

Convention Hall

Auditorium

BEXCO Main
Exhibition Hall 1

BEXCO
Exhibition Hall 2

Cloud Bridge

Exhibition Guide

Climate Technology Hall

Clean energy, CCUS, climate · environment, eco-friendly port, marine climate technology

Weather & Climate Industry Hall

Meteorological technology and products, incl. weather observation, measurement instruments, climate information solutions, weather policies, R&D

Carbon Free Energy Hall Net Zero Zone

Innovative products and appropriate technologies related to carbon neutrality

Future Mobility Hall

Future mobility technologies incl. electric vehicles, EV charging solutions, autonomous driving etc.

GGHK

Export Consultation

Korea Energy Show

Future Energy Hall (Previously Energy Efficiency Hall)

Products and technologies improving efficiency through advanced technology incl. AI, energy management solutions, etc.

Korea Energy Show

Carbon Free Energy Hall Clean Energy Zone

CFE-related technologies incl. solar, wind, nuclear, CCUS

KEY POINTS for Participating in Climate · Energy Events and Exhibitions to Promote the CFE Initiative



▶ POINT 1.

Largest-Scale Industrial Expo Held in Korea

- Diverse inter-ministerial hosted events
- Key focus on the CFE initiative
- Exhibition expansion on specialized industry fields (Energy, Environment, Carbon Neutrality, and Climate etc.)

Korea Energy Show

Future Energy Hall, Carbon-Free Energy Hall (Clean Energy Zone)

▶ POINT 3.

Supporting Companies' Successful Businesses

- Support in MOU and contract signing ceremony
- Operational support for New Product Launches and Seminars
- Video shooting of exhibitor interviews and product showcase

▶ POINT 2.

Co-Hosting with International Energy Agency, celebrating **iea 50**th anniversary

- IEA Session on achieving global climate goals
- Participation of IEA member countries, businesses, leaders in the field
- Opportunity to promote energy technologies to global leaders & audience



▶ POINT 4.

Aiming for 100,000 Visitors with Issue-driven Programs

- Participatory programs using AI, VR, and drones
- Talk shows with influential influencers
- Unique pop-up stores showcasing the energy industry

Exclusive Benefits for Overseas Companies

Global Theme Pavilion Design



Global Theme Pavilion

A special pavilion designed to provide a comprehensive overview of the global energy industry and showcase the latest technologies and products of overseas energy companies.

Participating Companies(tentative)

Vestas Orsted RWE equinor ...



Exclusive Benefits for Overseas Companies



**Enhanced company promotion to visitors and buyers
through dedicated global theme Pavilion**

Benefit 1. Pavilion Promotion



Benefit 2. Info Desk Operation



Benefit 3. Pavilion Arch Entrance

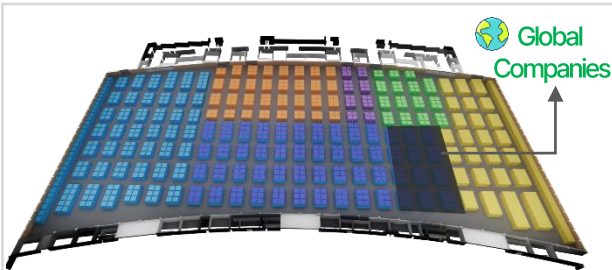




Providing Exclusive Benefits for Overseas Companies

Exclusive Benefits for Overseas Companies

Overseas Company Icon on Pamphlets



HSG SungdongShipbuilding	B139
Unison	B141
RWE	B142
Equinor Korea	B143

*Booth Numbers for Participating Companies in 2023

Promotional support through the use of overseas company icons in pamphlets and booth layout

Special Zone Guide Signposts



Signposts for special zones of overseas companies throughout the exhibition hall

On-site Interpretation Support for Overseas Company Booths



AI translation service available in 74 languages and interpreters stationed in the special zone

Benefits: Successful Business Support

Purchase Consultations

Facilitating networking and business growth between domestic buyers and companies through purchase consultation meetings



Interpreters available on-site at the purchase consultation meeting



Buyer Group 1

**Power generation companies,
EPC,
Construction companies**

Energy Sector Targeted Buyer
Invitation

Buyer Group 2

**Public procurement
market purchasing
departments**

Public Procurement Market
Demand Manager Invitation

Operation Process

- Jun.** Preliminary Demand Survey and Invitation
> Arrangement of consultations based on preliminary demand survey results.
- Aug.** Pre-matching
> Consultation schedule arrangement based on matchmaking requests
- Sep.** On-site 1:1 Consultation
> Offline consultations based on pre-matched schedules

Benefits: Additional Business & Promotion Support

Business & Promotional Benefits

Business & promotion support programs offered to enhance participating companies' businesses and attract visitors to booths

Support in New Product Launches and Seminars



- PR opportunities for new products launching companies
- Providing support for conference/seminar venues and equipment, including beam projectors, screens, microphones, banners, etc.

MOU / Contract Signing Ceremony Support



- System support for stage, video, broadcasting, sound, and moderators
- Commemorative photo shooting with one printed photo (1 copy) and image file provided

Company Booth Interview Broadcasting



- Participant selection through prior application
- Footage of interviews and product demonstrations to be filmed and broadcast live on the onsite LED screen

Corporate Promotional Wall



- Installation of promotional walls for company promotion
- Distribution of company leaflets and broadcasting of company promotional videos

Booth Application Information



★ Benefits for exhibitors from overseas

※ First-come-first-served basis

Booth Types

Booth Application Deadline: **May 31, 2024**

Classification	Independent Booth	Standard Booth	Premium Booth
Cost (VAT excluded)	KRW 2,000,000/booth ► KRW1,000,000	KRW 2,400,000/booth ► KRW1,200,000	KRW 2,700,000/booth ► KRW1,350,000
Booth Specifications (per 1 booth)	Exhibition (floor) space only provided - Area: 9m ² (3m width x 3m height) - Minimum number of booths required: 4 booths	Exhibition space + assembly booth provided (Octa) - Area: 3m x 3m x 2.4m (H) - Minimum number of booths required: 1 booth	Exhibition space + assembly booth provided (Combination of blocks, art walls, etc.) - Area: 3m x 3m x 2.4m (H) - Minimum number of booths required: 1 booth
provided Items	Exhibitors can directly select equipment providers for setup (installation, dismantling).	Electric single-phase 220V1KW/booth, spotlights, wall panels, business signage (booth number), information desk with one set of chairs, a table set, and floor within the booth	Electric single-phase 220V1KW/booth, spotlights, wall panels, business signage (booth number), information desk with one set of chairs, a table set, and floor within the booth
Image			

Application Process

※ Booth designs may vary.

※ Upgrades are possible for premium booths.

Visit the **Korea Energy Show website**, log in and register as **Company member for Exhibitors**
 (https://koreaenergyshow.energy.or.kr/eng_new/)



한국에너지공단

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THANK YOU