

WORLD IT SHOW 2008

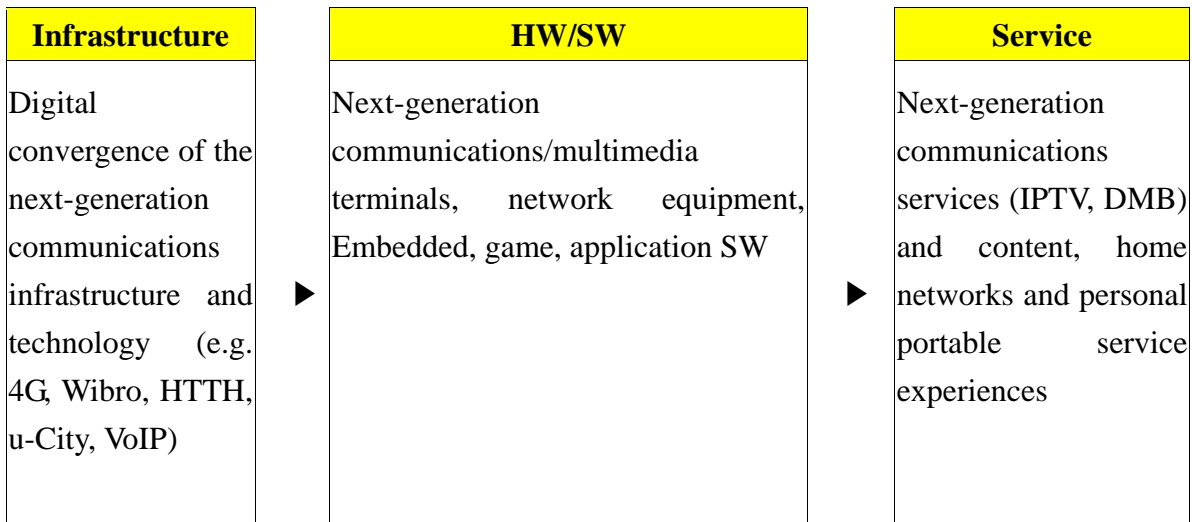
1. OVERVIEW

- Title: WORLD IT SHOW 2008
- Period: June 17 (Tue) ~ June 20 (Fri), 2008 (4 days)
- Venue: COEX (Pacific Hall, Indian Hall, Atlantic Hall, and Convention Hall)
- Organized by: The Korea Communications Commission and the Ministry of Knowledge Economy of Korea
- Managed by: E.J.Krause & Associates Inc. The Korean Investors and Traders Association, Korea Economic Daily, Electronic Times, COEX, K.Fairs Co. Ltd., Korea Association of Information & Telecommunication, Korea Software Industry Promotion Agency, Institute for Information Technology Advancement, and Information Technology Research Center

2. EVENT DETAILS

- Exhibition: June 17~ 20, 2008

[Theme: The Future of the Internet Economy]



- Scale: 630 companies from 22 countries around the world operating 1,685 booths
 - ※ Domestic : 1,342 booths over 481 companies; Overseas: 343 booths over 149 companies from 21 countries
- 157,826 visitors
- Net ; 15,165sqm / Gross : 36,027sqm

- Ancillary Events

- **Opening Ceremony**

- . Date : June 17, 2008 (10:30 ~11: 30 am)

- . Venue: Entrance to the COEX Indian Hall

- . Twenty one invited guests, including the Vice Chairman of the Korea Communications Commission, and the Deputy Minister of Knowledge Economy, and the head of the supervising committee

- **Lunch Session**

- . Date : June 17, 2008(11:30 am~ 1:00 pm)

- . Venue: Room 333, COEX Jangbogo Hall

- . Attendants: The Deputy Minister of Knowledge Economy and 67 guests

- **Export Sessions for Overseas Buyers**

- . Date: June 18,2008(10:00 ~ 5:00 pm)

- . Venue: Room 320 and Room 321, COEX Conference CenterRoom

- . One-to-one sessions between 83 overseas buyers and 158 Korean companies

- **A total of 1,045 buyers from 41 countriesvisited Korea**

- . The session resulted in export deals worth \$218 Million and domestic deals worth KRW 22 Billion

- **New Technology/Product Presentations**

- . Date : June 18 ~ 19, 2008(10:00 am ~ 5:00 pm)

- . Venue: Room 333, COEX Jangbogo Hall

- . Fourteen exhibition participants gave presentations on their technology/products

- . Attendants: 300

- **Global Web Technology Workshop 2008**

- . Date : June 19 , 2008(10:00 am~ 5:30 pm)

- . Venue: Grand Ballroom on the 2nd floor of the Construction Hall near Hakdong Subway Station

- . A vision of the next-generation Web and the open architecture was presented

- . Attendants: 689

◦ Concurrent Events

- OECD IT Ministerial Conference

	June 16, 2008 (Mon)			June 17, 2008 (Tue)	June 18, 2008 (Wed)	
	Interest Group Forum			Ministerial Conference	Ministerial Conference	
Morning	Opening Ceremony	Opening Ceremony	Opening Ceremony	Opening Ceremony	Building Confidence (Round Table 4)	
	Civil Society/ Labor Community	Internet Technology Experts	Business			
Lunch	Lunch			Lunch (for Ministers (or equivalent) of the Participating Countries and the Speakers)	Lunch	
	Civil Society/ Labor Community	Internet Technology Experts	Business	Improve Future Economic Performance/ Social Welfare (Round Table 1)	Senior Government Envoy Meeting	Expert Panel Meeting
Benefits of Convergence (Round Table 2)						
Increase Creativity (Round Table 3)				Closing Ceremony and Press Conference		
Dinner	Welcoming Reception			Welcoming Dinner		

4. Major Visitors

- Attendants of the Opening Ceremony visited the exhibition hall
 - Twenty one significant figures, including the Vice Chairman of the Korea Communications Commission, the Deputy Minister of Knowledge Economy, and the representatives of participating companies

- Domestic VIPs
 - Twenty one significant figures, including the Standing Commissioners of the Korea Communications Commission (Hyung Tae-Geun, Lee Kyung-Ja, and Lee Byung-Gi), Director General Min Won-Ki of the Central Radio Management Office, and Secretary Hwang Chul-Joong of the Blue House

- Oversea VIPs
 - Seventy eight guests, including the Finish ambassador to Korea, a minister of New Zealand, deputy minister of Canada, the head of the Iranian national statistics office, and IT policy developers in the Asia/Pacific region.

- Media Relations
 - Media coverage and interviews by the Korea Economic Daily, the Electronic Times, the Chosun Ilbo, the Dong-A Ilbo, Yonhap News, KBS, SBS, KTV, Arirang TV, Ora News, Daily News, etc...

5. Major Accomplishments

- The World IT Show 2008 was the Korea's first large-scale IT exhibition combining the two major IT shows in the private sector: Korea IT Show and the SEK show. Held in conjunction with the SOFT EXPO, IT Techno Mart, and the ITRC Forum, it was supported by the Korean government's IT promotion policy. The World IT Show 2008 essentially created a comprehensive IT exhibition in which both large companies and SMEs participated.

- Held in conjunction with the OECD Ministerial Conference, the World IT Show 2008 promoted Korea's advanced IT products and technology to the OECD VIPs and foreign journalists. It was designed to increase opportunities for overseas markets for local SMEs and improve business-driven global competitiveness with the introduction of new products/technology.

- The ministers and deputy ministers participating in the OECD Ministerial Conference including the Finish ambassador to Korea visited the exhibition halls; resulting in an improved image of Korea as an IT powerhouse.

- Significant figures from the economic circle visited the exhibition halls, including the chairman of the Federal Communications Commission, the head of the Iranian national statistics office, STAR TV, the vice president of Google, and the representative of Skype

- The World IT Show 2008 leveraged the overseas branches of the KITA, TIICA, KAIT, and other overseas agents and networks to invite buyers from other countries as a **business-focused international show**

- Approx. 1,045 buyers from a total of 41 countries visited Korea (the business sessions resulted in deals worth \$218 M)

- Of them 83 overseas buyers and 158 Korean companies had one-to-one export sessions (the resulting deals worth \$69 M)

- The World IT Show 2008 worked under a unified title, **assigned different roles to the supervisors, and maximized PR effects through joint marketing.**