

KOREA IT SHOW 2007 Report

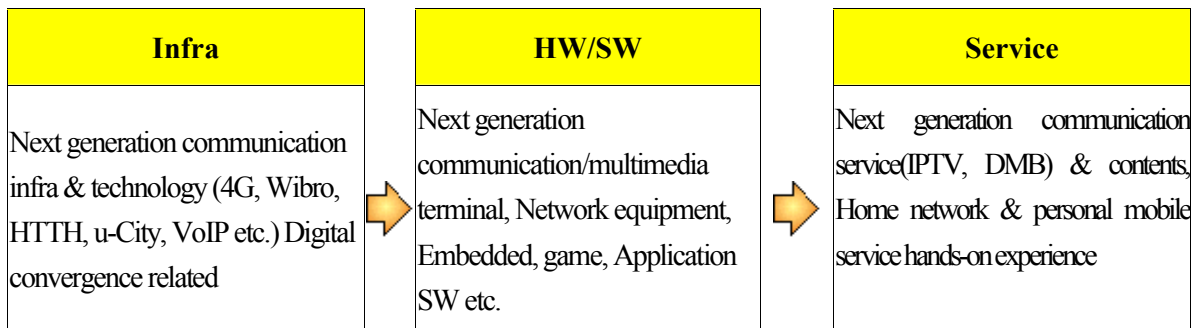
1. Overview

- Event Name : KOREA IT SHOW 2007
- Period : Apr. 19 ~ 22, 2007 (4 days)
- Venue : Pacific Hall & Indian Ocean Hall, COEX, Seoul, Korea
- Organized by : Ministry of Information and Communication, Ministry of Commerce, Industry, and Energy
- Managed by : E.J.Krause & Associates, Inc The Korea Economic Daily, Korea International Trade Association, COEX, Korea Association of Information & Telecommunication, Techworld, Inc. BMD Co., Ltd.

2. Event Information

- Exhibition : Apr. 19 ~ 22, 2007

[Theme : **Enjoy Digital Convergence & U-Life**]



- Exhibition Scale : 18 countries, 300 companies, 850 booths

- **Domestic: 214 companies, 749 booths,**
Overseas: 17 countries, 86 companies, 101 booths
- Visitors : 94,528

▪ Concurrent Events

- Asian Telecom & Information Exchange (ATIE) Forum

- Date & Place : Apr. 20/Conference Room, World Trade Center
- Contents : Major Asia Nations IT Industry Advancement Strategy Conference
 - Speech by executives from Major IT businesses in 7 Asian nations including NTT DoCoMo of Japan, Indoat of Indonesia, Pandora TV of Korea and theme speech of major IT organizations from 7 nations such as Australia, Hong Kong, Japan, Singapore, Indonesia, and Taiwan.

•Participants : Over 220 people

- Overseas Buyer Invitation Business Meeting

- Date & Place : Apr. 20, RM 402, Conference Center, COEX
- Contents : 81 Overseas Buyers, 170 Domestic Companies 1 on 1 meeting
 - Total of 32 nations, over 800 buyers visited Korea
 - (Achievements : Talks of \$190 mil. USD, Expected to sign agreements amounting to \$3.5 bil. USD)

- IT Announcement Meeting for New Technologies and Products

- Date & Place : Apr. 19 ~ 20, ASEM Hall RM 203, 208, COEX
- Contents : Announcement of technology/product of 12 participants in exhibition
- Participants : Over 250 people

▪ Simultaneously hosted events

- IT Forum Korea 2007

- Subtitle : IT Convergence and Standardization
- Date & Place : Apr. 19~20, Harmony Room, Coex Intercontinental Hotel
- Contents : Presentation on Trend of Domestic & Overseas Technology Standardization, Mutual Cooperation and Information Exchange between 30 IT Standardization Strategy Forums etc.
- Participants : Over 500 people

- Embedded SW Insight 2007

- Date & Place : Apr. 19, RM 402, Conference Center, COEX
- Contents : Embedded Software Development Strategy in Digital Convergence Environment
- Participants : Over 120 people

3. Event Summary Chart

		Concurrent Events			
Event Name		Opening Ceremony	ATIE	Business Meeting	IT Announcement Meeting for New Technologies and Products
Sponsor		KAIT	KAIT	KITA, KIICA	Joint Office
Place		Pacific Ocean Hall	Trade Center 51st floor	Conference Center RM 402	ASEM Hall RM 203
Date	19th	10:00~11:00			13:00~17:00
	20th		10:00~18:00	11:00~17:00	13:00~17:00

Colocate Events			
Event Name	ITMC	IT Forum Korea	Embedded Conference
Sponsor	MIC	TTA	Techworld
Place	Shilla Hotel		Conference Center RM 402
Date	10:00~14:30	09:00 ~17:30	13:30~17:30
		09:00 ~17:30	

4. Major Visitors

- Visits to the Exhibition Hall by the Participants of Opening Ceremony
 - 21 Major officials including the Prime Minister and CEO of participating companies
- Visit of ITMC minister and vice-minister (including embassy & accompanying secretaries)
 - Ministry of Information and Communication & Minister and Vice-minister of 18 nations

Area	Nations
Asia-Pacific (9)	Indonesia, Brunei, Vietnam, Malaysia, Singapore, Cambodia, India, Iran, Maldives
Europe•CIS(6)	Spain, Poland, Ireland, Hungary, Czech Republic, Kazakhstan
Americas(1)	Argentina
Middle East•Africa (2)	South Africa, Ghana
International Organization(1)	ITU

- (ICU) IT Infrastructure Development Policy Program Participant's Visit
 - 9 high government official from 7 nations such as Indonesia, Bangladesh, Pakistan, Vietnam, Bhutan, Mongolia, Malaysia
- Presidential Aide of Information & Communication Policy of Cheongwadae(Korean Presidential Mansion) etc.
- Visits from Embassy of Switzerland and Costa Rica

EXHIBITORS LIST

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3C TAE-YANG CO., LTD.	PNPNETWORK TECHNOLOGIES, INC.
4DCULTURE. INC.	PORTWELL, INC.
ACORN PUBLISHING COMPANY	PREWELL CORP.
ADVANCED DISPLAY TECHNOLOGY CO., LTD.	PRIME DIGITAL INC,
ADVANTEST	PRIME VIEW INTERNATIONAL
AEWIN TECHNOLOGIES CO., LTD.	PTC CO., LTD.
AGILENT TECHNOLOGIES, INC.	PULSE ENGINEERING, INC.
AJI SYSTEM	QUALCOMM
ALTERA CORPORATION	QUALCOMM, INC.
ANAM INSTRUMENTS CO., LTD.	REED ELECTRONICS GROUP
ANYANG CITY HALL	RENONDT CO., LTD.
ANYLINE CO., LTD.	RF COREA
APS INDUSTRIAL SRL	RIGOL TECHNOLOGIES, INC.
AR INFORTEK INC.	RITZ/WOLF CAMERA
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ARM LTD.	RIVERBED TECHNOLOGY, INC.
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AVALUE TECHNOLOGY INC.	S.P.T CO., LTD.
AVIS	SAEKI PANME CO., LTD.
AVNET KOREA CO., LTD.	SAM IL ELECTRONIC CO.
BAROTEC CO., LTD.	SAMJIN TECH CO., LTD.
BEIJING GYEONGBUK TECHNOMART.	SAMSUNG ELECTRONICS CO., LTD.
BLOGCOCKTAIL	SAMT CO., LTD.
BROADWAVE TECHNOLOGIES, INC.	SAND
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CERTICOM CORP.	SCHROFF GMBH
CHOIS TECHNOLOGY	SCSPRO CO., LTD.
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CONRAD	SEOUL METROPOLITAN GOVERNMENT
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COVERITY, INC.	SHARP ELECTRONICS INC.
CREDIX	SHARP ELECTRONICS INCORPORATED OF KOREA
CREDIX CO., LTD.	SHEHWA P&C LTD.
CREZON CORPORATION	SHILLA INFORMATION TECHNOLOGY CO., LTD.
CTI KOREA	SHIN MYUNG A.T LTD.
CULTIVATING APPLICATION ENGINEERS EXPERT IN EMBEDDED SYSTEMS	SHINSUNG ELECTRONIC PROCISION CO., LTD.
DAILTECH, INC.	SIC MEDIATECH
DASANELECTRONIC CO., LTD.	SIGMA DESIGNS, INC.
DASATECH	SILICON STORAGE TECHNOLOGY. INC
DATA WORLD INC.	SK TELECOM
DATALIGHT, INC.	SKKA TECHNOLOGY
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DICOTA GMBH	STECH
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DIGNSYS INC.	SURESOFT TECHNOLOGIES
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DIOIZ INC.	TALKING TECHNOLOGY INTERNATIONAL, INC.
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EXSELRON	TSC
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FENG GUANG ELECTTRONICS CO., LTD.	UBIQUITOUS(SMART COMMUNICATION)
FKM CO., LTD.	UBIS INC.
FORTIFY SOFTWARE	UFOSYS CO., LTD.
FYDEL SNT	UNION CO., LTD.
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GIGALANE CO., LTD.	UNISTREAM CO., LTD.
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