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IMPORT GOODS FAIR

17TH

IMPORT GOODS FAIR

2019. 6. 27(Thu) ~ 29(Sat)

COEX Hall B

Organizer |  Korea Importers Association

Sponsor



Ministry of Trade, Industry and Energy

 kotra

Korea Trade Investment Promotion Agency



Korea International Trade Association

Foreign Embassies in Korea

IGF IMPORT
GOODS
FAIR



The Most Fascinating Trade Show in the Korean Market

IMPORT GOODS FAIR



KOIMA has organized the Import Goods Fair (IGF) annually since 2003. The IGF has been successfully designed and hosted with the support and participation of the Ministry of Trade, Industry, & Energy, and Korea Trade-Investment Promotion Agency (KOTRA) as well as many foreign embassies in Korea.

The IGF is intended to help foreign manufacturers and suppliers by providing opportunities to introduce and advertise their famous brands and quality products to Korean importers and consumers. There you can encounter the world's most promising goods and multitude of cultures together in one place, providing you a doorway to the Korean Import market.

At the exhibition, there will be food & beverages, handicrafts, cosmetics, and household items-including kitchen appliances & home decoration. Moreover, many superior domestic firms will participate, and many events will be prepared, such as seminars given by distribution experts, a trade policy session presented by the Korean Government, and much more.

The IGF is a showcase for many firms capable of not just leading development of the Korean import market, but also revitalizing domestic and global economies. Therefore, firms which are interested in establishing new networks and creating substantive marketing effects are strongly encouraged to participate.

As an only import-oriented exhibition in Korea,
the Import Goods Fair is the bridgehead for foreign countries to enter Asian market



Korea's import market
ranks the 10 in the world
with trade volume around
500 billion dollars





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Previous IGF REPORT

We were with 59 Participating Countries,
200 Companies and 16,271 Visitors.



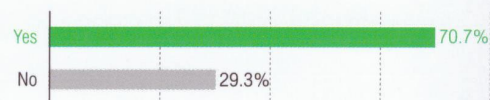
1. Daily Visitor Status

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| 2018-6-21 | 4,893 | 30.1% |
| 2018-6-22 | 4,913 | 30.2% |
| 2018-6-23 | 6,465 | 39.7% |
| Total | 16,271 | 100.0% |



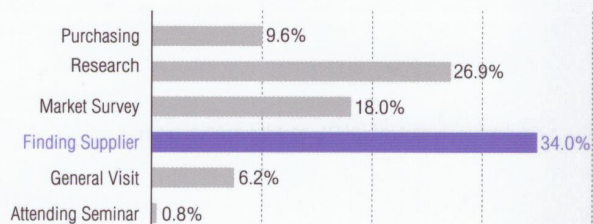
2. Doing Import Business currently?

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| Yes | 11,500 | 70.7% |
| No | 4,771 | 29.3% |
| Total | 16,271 | 100.0% |



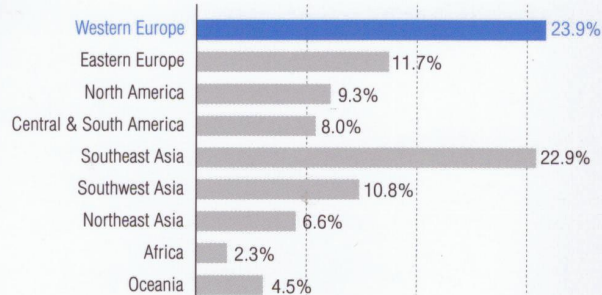
3. Purpose of Visit

| Research contents | Number of respondents | Ratio |
|-------------------|-----------------------|--------|
| Purchasing | 1,558 | 9.6% |
| Research | 4,369 | 26.9% |
| Market Survey | 2,927 | 18.0% |
| Finding Supplier | 5,540 | 34.0% |
| General Visit | 1,011 | 6.2% |
| Attending Seminar | 124 | 0.8% |
| Others | 742 | 4.6% |
| Total | 16,271 | 100.0% |



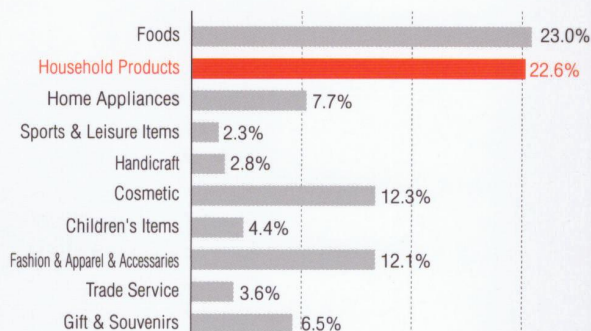
4. Countries of Interest

| Research contents | Number of respondents | Ratio |
|-------------------------|-----------------------|--------|
| Western Europe | 4,580 | 23.9% |
| Eastern Europe | 2,251 | 11.7% |
| North America | 1,773 | 9.3% |
| Central & South America | 1,535 | 8.0% |
| Southeast Asia | 4,381 | 22.9% |
| Southwest Asia | 2,067 | 10.8% |
| Northeast Asia | 1,267 | 6.6% |
| Africa | 449 | 2.3% |
| Oceania | 855 | 4.5% |
| Total | 19,158 | 100.0% |



5. Business Field of interests among visitors

| Research contents | Number of respondents | Ratio |
|---------------------------------|-----------------------|--------|
| Foods | 4,087 | 23.0% |
| Household Products | 4,017 | 22.6% |
| Home Appliances | 1,368 | 7.7% |
| Sports & Leisure Items | 412 | 2.3% |
| Handicraft | 492 | 2.8% |
| Cosmetic | 2,190 | 12.3% |
| Children's Items | 789 | 4.4% |
| Fashion & Apparel & Accessories | 2,158 | 12.1% |
| Trade Service | 644 | 3.6% |
| Gift & Souvenirs | 1,150 | 6.5% |
| Others | 476 | 2.7% |
| Total | 17,783 | 100.0% |



We, Korea Importers Association, wish you great success in your access and expansion into the Korean market

Exhibition Overview

| | |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Period | June 27(Thu) – 29(Sat), 2019 (10:00-17:00) |
| Venue | Hall B, COEX, Seoul Korea |
| Scale | 200 booths |
| Items | Food & Beverage, handicrafts, cosmetics, Children's items, Home decoration, Jewelry & accessories, Sports & leisure items, Electric & electronic appliances, Daily necessities, Trade & travel service etc. |
| Event | B2B 1:1 meeting etc, Korea's Trade(Import) policy session |
| Organizer | Korea Importers Association(KOIMA) |
| Sponsor | Ministry of Trade, Industry and Energy(MOTIE), Korea Trade Investment Promotion Agency(KOTRA) Korea International Trade Association(KITA) Foreign Embassies in Korea |

Booth Fee

| Booth Type | Basic | Space Only |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| |  |  |
| Price | US\$ 2,500/9m ² | US\$ 2,000/9m ² Minimum US \$8,000/36 m ² |
| Complimentaries | 1 Information Desk, 1 Folding Chair, 3 Spotlights, Power Outlet(1KW), Fascia Board, Carpet, Walls, Round Table, Chairs:4, Catalog Stand ※ The booth is designed in 9m ² per unit | |

Discount Rate

| | | |
|------------|--------------------|-----|
| Early Bird | By Feb. 28, 2019 | 20% |
| Group | 4~9 booth | 10% |
| | 10~19 booth | 15% |
| | More than 20 booth | 20% |

Application Info.

Deadline : Apr. 30, 2019
How to apply : submit the completed application

| | |
|-----------|---------------------------------|
| By online | igf@koima.or.kr |
| By Fax | 82-2-749-1830 |
| By E-Mail | igf@koima.or.kr / www.igf.co.kr |

Settlement Instruction

| | |
|--------------|----------------------------------------|
| Bank Account | 180-007-121524 Shinhan Bank |
| Beneficiary | Korea Importers Association (KOIMA) |
| Swift Code | SHBKRRSE |