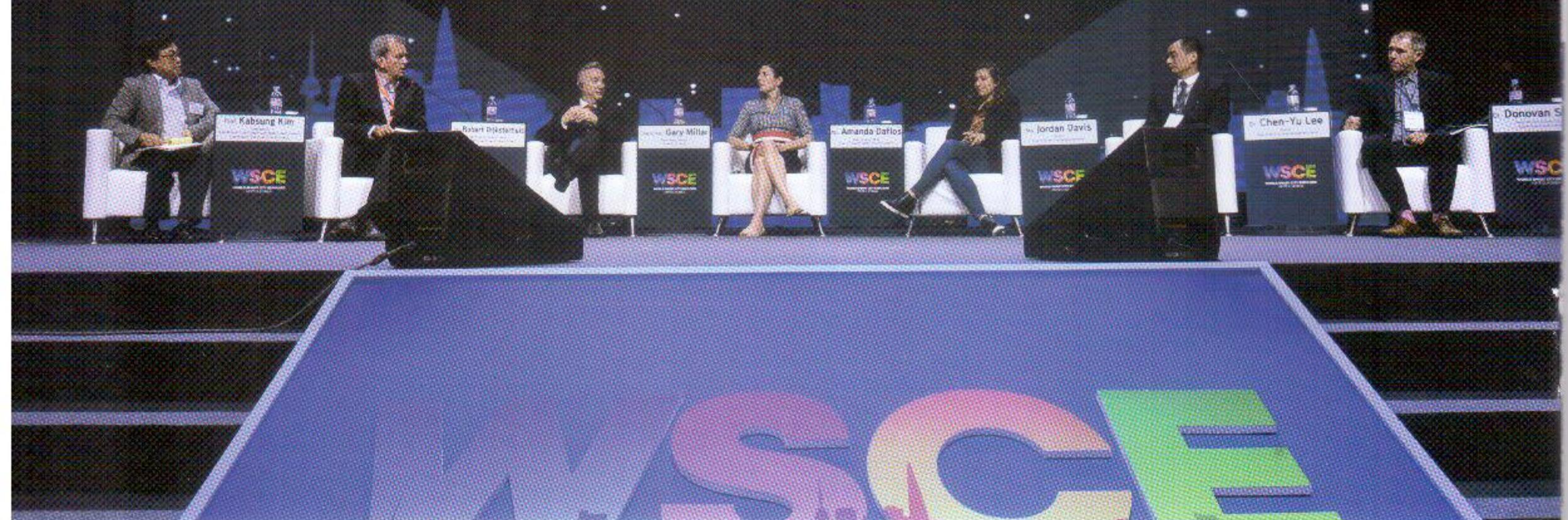


WORLD SMART CITY EXPO 2021

Participation Guide



Panel Discussion



A complete view of future smart cities,

World Smart City Expo

World Smart City Expo is the largest smart city-related event in the Asia Pacific region where relevant experts from governments and corporates worldwide gather to shape the cities of the future. WSCE 2021 is hosted by Ministry of Land, Infrastructure and Transport, and Ministry of Science and ICT of Korea. You can gain the opportunity to meet international leaders in the relevant fields, governments and municipalities, officials of public institutions and influential buyers.

Event Overview

Event Name World Smart city Expo 2021 (WSCE 2021)

Hosted by  Ministry of Land, Infrastructure and Transport  Ministry of Science and ICT

Organized by   

Venue Exhibition Hall 4,5

Date September 8, 2021 (Wed) ~ September 10, 2021 (Fri)

Area Size 30,000m²

Relevant Fields Digital twin, Digital SOC, Smart Infrastructure, Smart Energy, Smart Government, Smart Mobility, Smart Building, Smart Home, Smart Service, Smart Sensor

WHY WSCE?

The one and only smart city technology and solution exhibition in Korea organized by Ministry of Land, Infrastructure and Transport and Ministry of Science and ICT



- The exhibition where you can gain firsthand experience of the smart cities implemented by governments
- The best place where you can meet influential buyers such as major cities, government officials, business leaders from the relevant fields, governments, municipalities, public institutions, etc. in the world.



The largest international event in the Asia Pacific region regarding smart city technology

- Participation of 250 companies from 50 countries, visited by more than 25,000 smart city experts



The must-visit exhibition for business leaders in the smart city industry

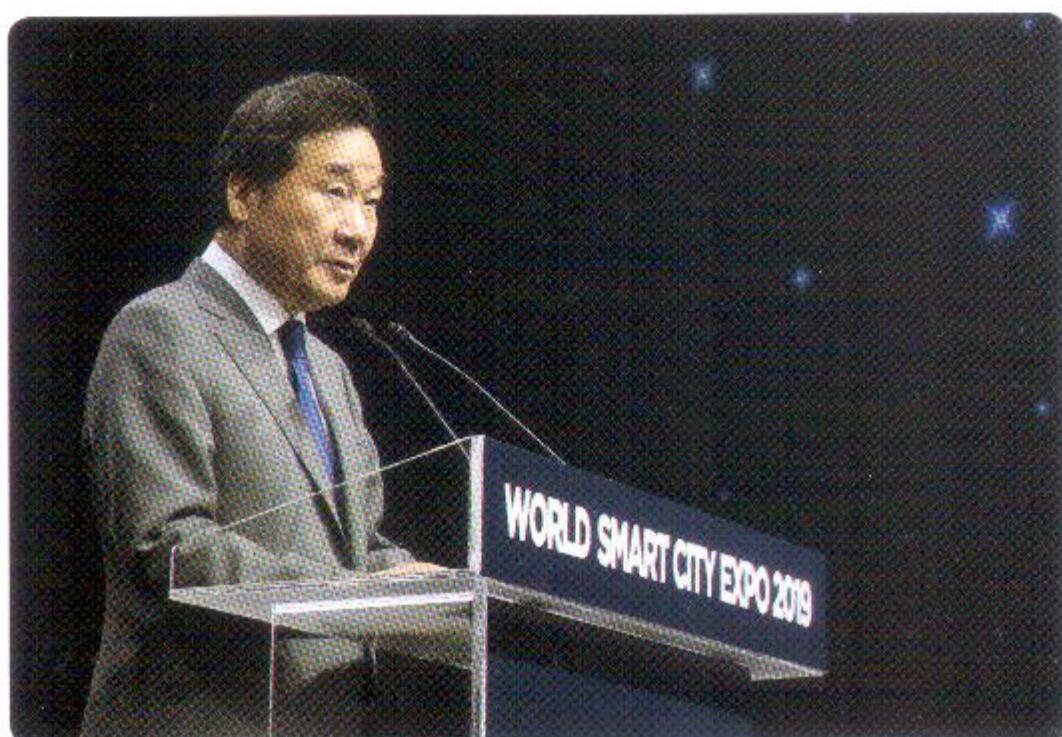
- Where you can learn the latest trends, share ideas for technological development and cooperative development for smart cities, and have discussions with ICT experts and government officials
- Where you can have business exchanges with participating companies that wish to expand smart city-related businesses and meet buyers who wish to develop new business opportunities in the manufacturing/service industries



“ WSCE was perfect place for municipalities and smart city-related companies to display their unique technologies. I could learn the trends and outlook of smart cities through the latest technologies that are available. ”



“ It was a great opportunity to network with influential leaders in the smart city industry across the world by participating in the WSCE. It was a meaningful time where I gained much information from lectures with impressive themes. ”



FACT & FIGURES

WSCE 2019



904
Booths



25,850+
Participants



50+
Countries



200+
Conference
Speakers



223 billion KRW
Corporate
Investment



2,300+
Meetings



2,659 billion KRW
Purchase Enquiries



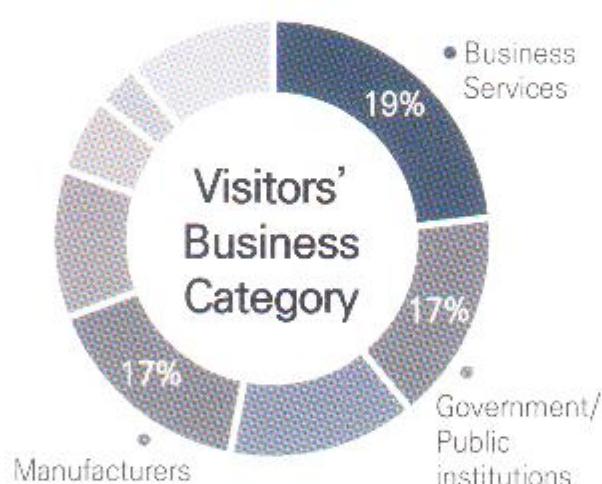
1,077 billion KRW
Estimated
Contract Value



4
MOU Agreements
Signed

VISITOR PROFILE

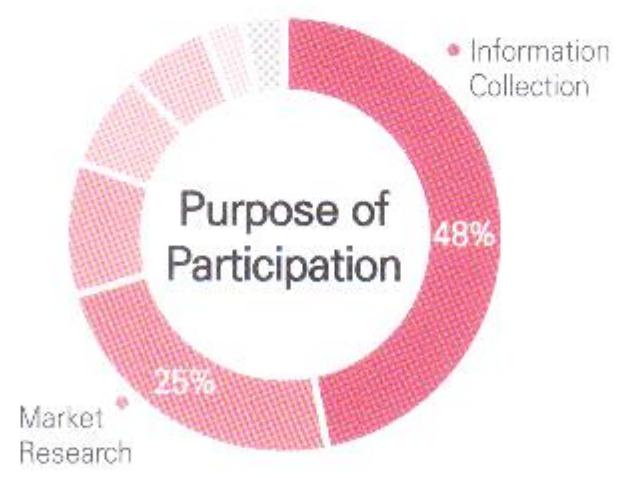
WSCE 2019



Visitors' Business Category

Smart city related government/public institutions and companies having public-private partnerships are the majority of participants

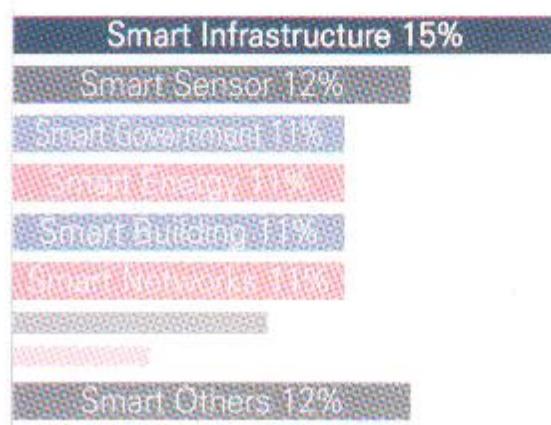
■ University/Research/Educational Institutes 15% ■ Media 1%
■ Construction/Design Companies 11% ■ Others 15%
■ Distribution/Trade Companies 5%



Purpose of Participation

73% of the participants visit for the purpose of understanding the current trends about the smart city industry, and information collection and market research regarding the technologies

■ Search for partner companies 10% ■ Consideration of participation in the next exhibition 2%
■ Product/technology purchase 8% ■ Others 2%
■ Secure new customers 5%



Main Areas of Interest

Visitors are highly interested in smart infrastructure, which is the foundation for smart cities, and similarly interested in general smart city-related technologies such as smart sensors, smart government, smart energy, smart building, smart networks, etc

Government's Will for Policy Implementation

Smart city industry has been elevated as the main driver of Korea's economic growth as well as the core of Korean New Deal.

World Smart City Expo's role is to achieve more practical performance, expand values and therefore, enable every participants to gain more vivid experiences of smart city technologies.

"Digital New Deal Pavilion" Exhibition Items

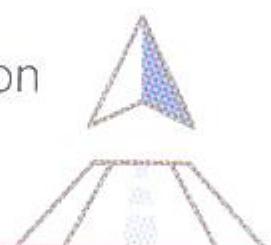
Digital SOC Pavilion

- Road · Railroad
- Airport · Port
- Water Resource
- Emergency Response
- Public Safety Services



Digital Twin Pavilion

- 3D Integrated Map
- Information about 3-Dimensional Spaces
- High Definition Map
- Smart City Administration Services



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When Korean New Deal begins, change will take place in various corners of the Republic of Korea. New talents will be nurtured, new drivers for growth and quality jobs will be created. Digital New Deal and Green New Deal will change the quality of the people's lives.

(21.1 President's New Year Message)

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The pan-national project, 'Korean New Deal' will be implemented to create jobs through the expansion of smart cities with the latest technologies. (20.4 President's Remarks at the National Assembly Meeting)

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If Busan and Sejong succeed as the world's best smart cities, the Korean economy will lead the world economy. We will make it come true. (19.2 Smart City Innovative Strategy Briefing Session)

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How to Apply

01 Application for Booth Participation

- Apply online via www.worldsmartcityexpo.com
- Submit application for participation and business registration to smartcity@kintex.com

02 Confirmation by the Secretariat

- Approval of the submission by the organizing Secretariat (via e-mail or phone call)

03 Payment of Participation Fee

- 50% of the participation fee should be paid within 7 days upon receipt of invoice
- Remaining payment to be made within 30 days upon receipt of invoice

04 Payment of the Remaining Fees and Other Facilities

- Apply for other facilities online via www.worldsmartcityexpo.com
- Application and payment due date for the use of other facilities: ~ August 31, 2021

+ Payment Account: Nonghyup 1218-01-001525 KINTEX
+ Participation application will be finalized when the down payment is made, and booth allocation will take place when the remaining fees are paid.

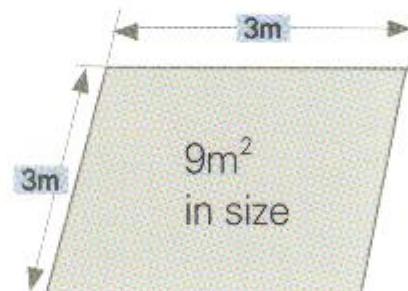
Booth Type and Participation Fee

Space Only Only space provided (9m²)

USD 3,000

- Application for minimum 2 booths should be made
- Exhibitor should hire a contractor for booth construction and the contractor should be among the approved contractors by KINTEX.

*Refer to KINTEX official website



Assembly Type Booth

USD 3,200

· Korean/English signboard	· Carpet for the booth flooring
· 1 Fluorescent light (40W)	· 2 of 220V sockets (1KW)
· 3 spotlights (100W)	· 1 Info desk and 1 chair

1 booth (9m²) : 3m X 3m



〈Price Table〉

Type	Early Bird Special Price		Standard Price From August 1, 2021	Remarks
	Applying by April 30, 2021	Applying by July 31, 2021		
Space Only	USD 2,400	USD 2,700	USD 3,000	Minimum number of booth : 2
Shell-scheme Booth	USD 2,600	USD 2,900	USD 3,200	-
Premium Package Booth	USD 2,900	USD 3,200	USD 3,500	Minimum number of booth : 4

+ The above amount is the price for 1 booth, 10% VAT will be added on the invoice.
+ 'Space only' refers to renting only the floor space. It requires a custom built stand constructed by a official contractor of KINTEX hired by exhibiting company.
+ The minimum application unit for a Space Only is 2, while the minimum application unit for a Premium Booth is 4.