

Green Car Korea 2017

www.greencar.or.kr



**IT ALL
STARTS
HERE**



Welcome to Korea Aftermarket business platform!

The automotive aftermarket is the secondary market of the automotive industry after the sale of the automobile by the OEM. The aftermarket provides a wide variety of parts of varying qualities and prices for nearly all vehicle makes and models. Don't you want to extend the share of your business? Don't you want to globalize long-term agreements or generate more service contracts? But how to reach into that untapped potential? Don't worry. Here, at Korea, you can find business partners to strengthen your aftermarket business. You can take a chance of participating in matching program that we provide.



Create or expand your business plan in half the time with twice the impact!

If you are seeking to further your knowledge about your industry, learn how to run a business, and generally better yourself as an entrepreneur, you may have considered some type of business course. While these have the obvious benefit of improving your skill and understanding of your field, why not use the opportunity to look for a potential business partner? There will be business partners from conglomerates (Hyundai, TESLA, KIA, BMW, GM...) waiting for you who can help your business. Not only does having a business partner distribute some of the work, it gives you someone to bounce ideas off of and the benefit of an additional skill set. Make your destination to KOREA and reach your goal at Green Car Korea here with us!



Showcase your brand and strengthen your business!

At Green Car Korea, we have a series of exciting sponsorship opportunities available to progressive companies who are interested in showing their support of the rapidly expanding Export and Import sector which will be **co-supervised with KOTRA** (Korea Trade-Investment Promotion Agency). This will give you the opportunity to increase the engagement of hundreds of export-import professionals with your brand, and to be seen as a leader in your field. Green Car Korea will also feature a showcase of select exhibitors, providing companies with a platform to showcase products and services with experts. A limited number of stands will be available. Due to high level in demand, we encourage you to register immediately!

- ▶ You can take a chance to meet **potential clients and investors**.
 - ▶ You will be given a platform to promote your business.
 - ▶ You can increase brand exposure and awareness for your business.
 - ▶ You can create the opportunity to make connections and engage with new customers.
 - ▶ You can learn from the **EXPERTS** at the unique conference.
 - ▶ You can sign **MOU** which is the formal agreement carries mutual respect for your better business.
 - ▶ You can participate in **Export-Import conference**.
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1. Overview

Title _ The 10th International Green Car Industry Fair of Korea (The 10th Green Car Korea)

Dates _ Thursday, July 6 – Saturday, July 8, 2017 (3 DAYS)

Venue _ Kimdaejung Convention Center, Gwangju, South Korea

Contents _ Exhibition, Export & Buying Consulting, Symposium, Various events

Exhibits _

Green cars	Car parts	Accessories	Infrastructures & Service
Electric car	Smart-automobile parts	Fuel stabilizer & economizer	Telematics
Hybrid car	Battery & Motor	Smoke reduction device	Charger
Clean diesel car	LED	Green tuning supplies	Connector
FCEV	Decelerator	Remanufacture automobile parts	Harness
Low-emission bus	Inverter & Converter	Seat parts	Lease & Rental Service
Electric Two-wheel Vehicle	Automobile module	Eco-friendly chemicals	Technology Certification
Agricultural electric cars	Secondary battery		Research Institute
Other green vehicles	Electric power air conditioning device		Green Car sharing services
	Tire		

Scale _ 200 Companies, 350 booths, 150 overseas buyers, 25,000 visitors

Host _ Gwangju Metropolitan City

Organizers _



Sponsors _



2. WHY GREEN CAR?

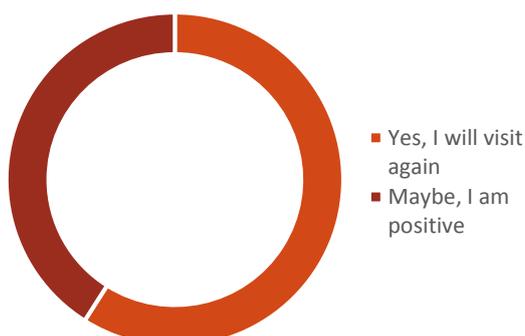
In the months leading up to the Paris negotiations, the IEA (International Energy Agency) released a number of dedicated publications, including the World Energy Outlook Special Report on Energy and Climate Change with a country-level analysis of INDCs and their impact on the energy sector. Particularly, it underlined the importance of several key energy sector measures that could lead to a peak in global energy-related greenhouse gas emissions while supporting economic growth and providing energy to more people. Measures include ‘Increasing energy efficiency in the industry and transport sectors’, ‘Progressively reducing the use of the least-efficient coal-fired power plants and banning their construction’, and ‘Increasing investment in renewable energy technologies in the power sector from \$270 billion in 2014 to \$400 billion in 2030’. Plus, Electro mobility (or e-Mobility) represents the concept of using electric powertrain technologies, in vehicle information, and communication technologies and connected infrastructures to enable the electric propulsion. Powertrain technologies include full electric vehicles and plug-in hybrids, as well as hydrogen fuel cell vehicles that convert hydrogen into electricity. e-Mobility efforts are motivated by the need to address corporate fuel efficiency and emission requirements, as well as market demands for lower operational costs. Following these trends, we cannot put Green-car aside for our bright future.

3. WHY EXHIBIT?

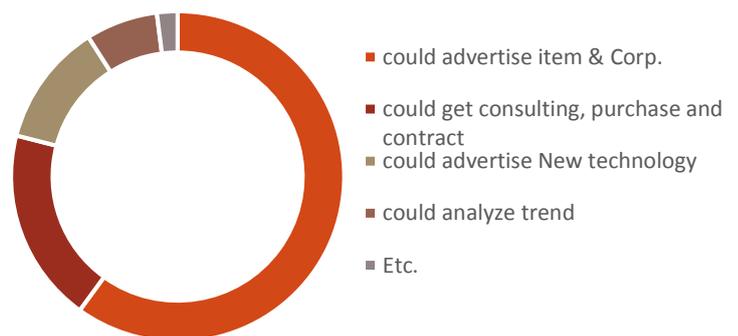
ALL ROADS LEAD TO GWANGJU Gwangju, South Korea is where future greencar innovations meet the pavement. Green Car Korea serves as the global stage for companies to debut brand defining vehicles and industry-shaping announcements. Plus, Green Car Korea is the single largest automotive event in the KOREA. It has established itself as the region’s truly international and most influential automotive event with the largest concentration of the world’s top automotive and technology executives, global manufacturers, industry specialists, key-buyers, designers, engineers as well as the affluent motor enthusiasts all under on roof.

- ▶ Korea is one of the world’s fastest growing market for the automotive industry
- ▶ Korea was rated as the world’s 11th wealthiest nation by GDP per capita income
- ▶ About 10,000 visitors from several countries, 15% international visitors, 85% domestic visitors
- ▶ 87% of exhibitors rated the show as the most important factor in their marketing strategy

Q. Will you re-participate?



Q. What could you achieve?



4. WHY VISIT?

Green Car Korea 2017 is set to feature a jaw-dropping collection of the world's green car, smart-automobile parts, automotive manufacturers and infrastructure. Come and explore the latest in green car technology and designs! Green Car Korea is not just a forum for advertising items that you can visit generally. We focus only on trading to make your business SUCCEED. Green Car Korea is the ultimate specialized exhibition of eco-friendly and low-pollution car industry. This is a trend-leading exhibition reflecting global trend such as eco-friendly, smart, convergence. And we have contributed to increase export of domestic car industry through Biz matching program.

5. Opportunities

To overseas corporations, you can

- ▶ get information on the latest technical innovations and features of overall Korean green car industry.
- ▶ widen your knowledge and awareness of the new technology of global green car markets associated with us.
- ▶ make connections to conquer global markets through consulting programs with both Korean and overseas big-buyers.

To overseas buyers, you can

- ▶ make connections with high standard cooperation enterprise with our Biz-matching program.
- ▶ get opportunities of interaction with Korean government, superior research institutes and schools.

To domestic corporations, you can

- ▶ discover partnerships of collaborative opportunities between exhibition participants.
- ▶ expand your business worldwide attending grand export plaza of which KOTRA and we co-lead together.
- ▶ get opportunities of attending Bid-presentations of each free economic zone authorities and R&D industries.

To government organizations & public institutions, you can

- ▶ get a chance of presenting your technical developments, policies, incentives and Etc.
- ▶ publicize your business toward IRPE(Institute for Regional Program Evaluation), KATECH(Korea Automotive Technology Institute), Technopark, Etc.

6. Incentives

We highly recommend you to take a chance with the ultimate incentives we serve as soon as possible. Plan your visit to Green Car Korea now and maximize your stay in Gwangju with an all-inclusive package per corporation / buyer.

(This all-inclusive package will be served after all payment process is finished.)

Overseas Corporation	Round-trip Air fare	50% (Regional)	Economy class
	Accommodation	1 room per 1 Corp. (inc. breakfast / up to 3 nights of stay)	2 ppl stay in twin room (America/Africa/Middle East + 1 night stay)
	Interpreter	1 interpreter per 1 Corp. (up to 3 days)	will be adjusted by schedules
	Pick-up service	Shuttle bus service	Airport/Bus terminal -> hotel(departure) Hotel <-> Center
	Technical tour	Industry inspection	free
	MICE tour	Trip in Gwangju	free
Overseas Buyer	Air fare	50% (Regional)	Economy class
	Accommodation	1 room per 1 Corp. (inc. breakfast / up to 2 nights of stay)	2 ppl stay in twin room (America/Africa/Middle East + 1 night stay)
	Interpreter	1 interpreter per 1 Corp. (up to 2 days)	will be adjusted by schedules
	Pick-up service	Shuttle bus service	Airport/Bus terminal -> hotel(departure) Hotel <-> Center
	Technical tour	Industry inspection	free
	MICE tour	Trip in Gwangju	free

7. What's better than others?

- ▶ Green Car Korea is the VERY first green car featured exhibition in Korea.
- ▶ Green Car Korea which is one of national businesses is getting huge attentions and support from government and several industries. And plus, Korea government recently confirmed to build cluster of green car automobile parts in Gwangju and investment budget from government will be \$305 million in 2021.
- ▶ We are looking forward to make big cooperative network with nationwide green car organizations and companies associating with 'Dalbit alliance' between Gwangju and Daegu, Green car Corps in Ulsan Technopark, Etc.
- ▶ We can lead you to export opportunities with export conference where you can meet global big buyers.

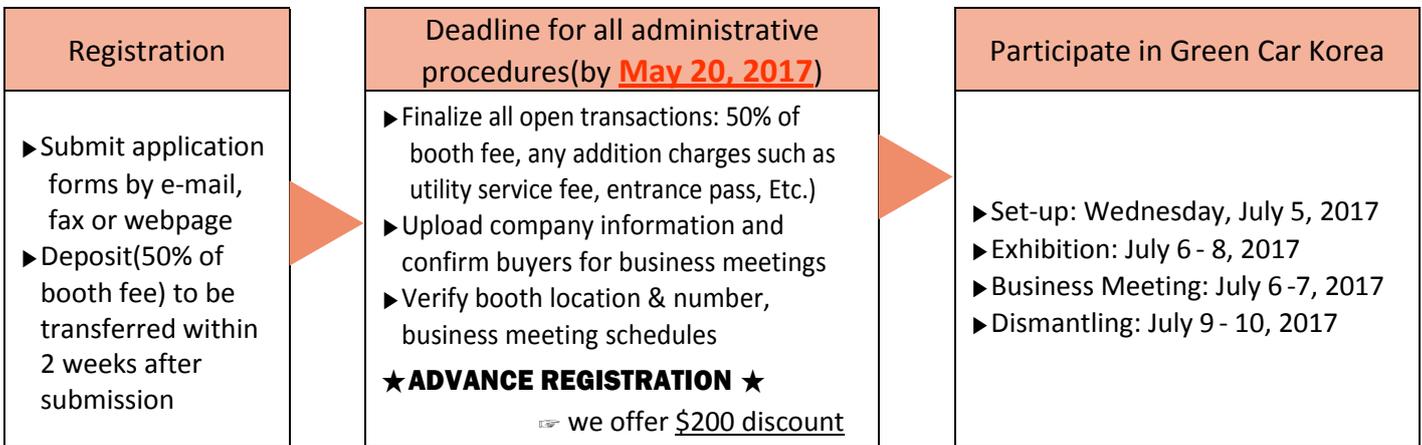
8. Booth Type & Fee

(Tax free/ NO Registration fee / NO Technical service fee)

Bare Floor Space (Space Only)	Shell Schemed Booth		
	Basic (Maxima)	Premium A (Truss)	Premium B (Block)
			
USD 1,800/booth	USD 2,300/booth	USD 2,700/booth	USD 3,000/booth
Space size : 3m x 3m (minimum participation unit is 2 booths, limited 4 meters in installation)	Includes 3m x 3m carpet, walls, fascia sign, 3 lightings, 2 power points(1kw), 1 reception table, 1 meeting table, 3 chairs	Booth size : 6m x 3m (basic) (minimum participation unit is 2 booths) Carpet, walls, fascia sign, lightings, power points, 1 reception table, 1 meeting table, 3 chairs are included	

9. HOW TO REGISTER

ATTENTION: Submission of the admission request does NOT equal to a stand allocation. The official participation confirmation from the organizer will be sent in **MAY**



+ Account Info

- ▶ Name: Kimdaejung Convention Center
- ▶ Account number: 055-127-000151
- ▶ Account bank: Gwangju Bank
- ▶ Swift code: KWABKRSE
- ▶ Bank address: 1177 Chipyeong-dong, Seo-gu, Gwangju, Korea

10. What is Korea Auto & Robot Week?

Q. What is ‘Korea Auto & Robot Week’?

A. Once you come to our ‘Green Car Korea’ fair, you can not only look around **Green car fair**, but also **Robot industry fair** and **Drone expo** all together. We guarantee your satisfactions, because this high standard exhibition will serve several kinds of conference, well-organized consulting programs, huge amount of information, positive opportunities for your business, Etc. Talking about the most important thing, the impact on business, the acceleration of innovation and the velocity of disruption are hard to anticipate and these drivers constitute a source of constant surprise, even for the best connected. Indeed, across all industries, there is clear evidence that technologies which underpin **the 4th Industrial Revolution** are having a major impact on business. When compared with previous three Industrial Revolutions, the 4th is evolving at an exponential pace rather than a linear pace. Moreover, it is disrupting almost every industry and even your business. For these reasons, we are planning to list up what to display composing 4th Industrial Revolution parts. We hope Green Car Korea help you analyze today’s trend for your successful business with us.

11. Tourism Programs (can be adjusted by schedules)

Title _ Green Car Korea Technical Tour & MICE Tour

Dates _ Saturday, July 8, 2017 10 a.m. – 5 p.m.

Participants _ both overseas and domestic corporations and buyers

Scale _ about 100 people

Host _ Gwangju Metropolitan City, Kimdaejung Convention Center, Gwangju Convention & Visitors Bureau

Course _



KIA Motors



ACC(Asia Culture Center)



Gwangju Traditional Culture Center



Yanglim modern culture village

+ Contact us

IT ALL STARTS HERE

(If you are interested in being a NEW exhibitor or buyer, please feel free to contact us.)

Location_ 30 Sangmunuro, Seogu, Gwangju, Korea [61958]

GET DIRECTIONS

Phone_ +82-62-611-2266 (Jean Kang)

Fax_ +82-62-611-2209

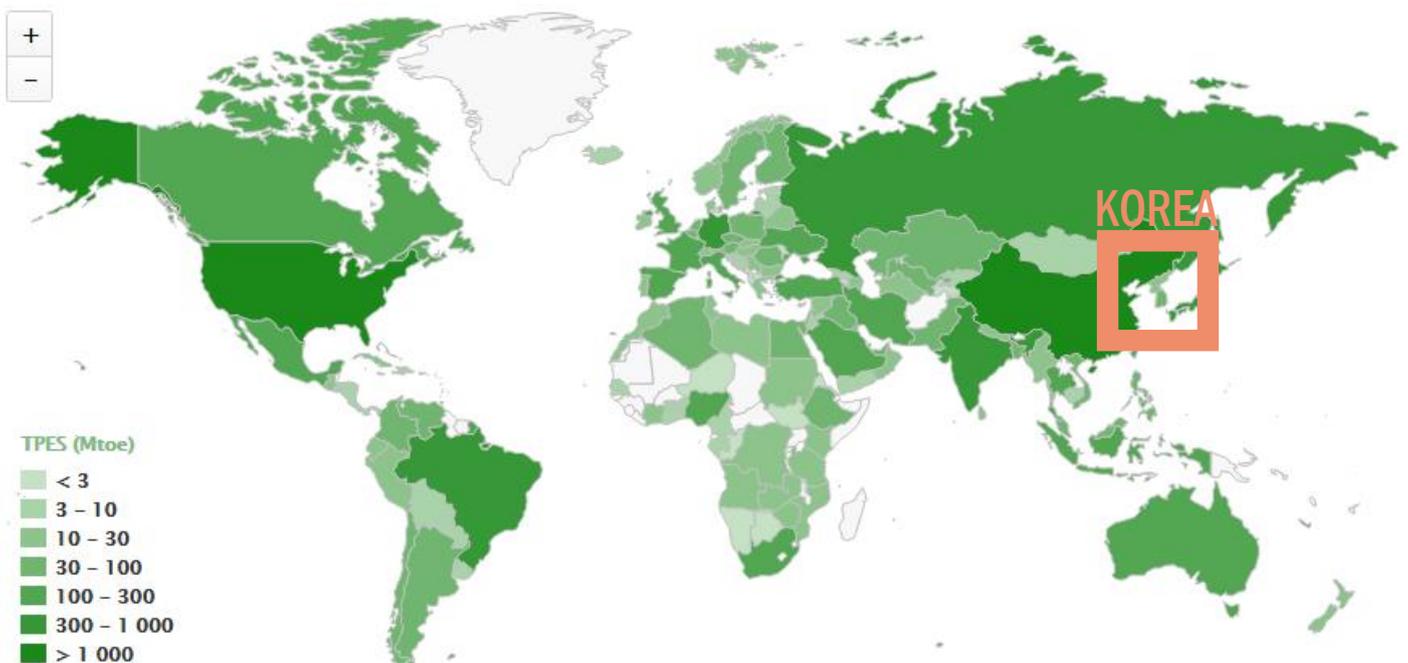
Email_ info.greencarkorea@gmail.com

Site_ www.greencar.or.kr

Office Hours_

Monday – Friday

9 a.m. – 6 p.m. (Asian Standard Time)



[Gas Emission TPES]

Will fuel cell vehicles be able to thrive and surpass plug-in vehicle sales?

The question of which clean technology will prevail in the car of the future continues to permeate the auto industry. Plug-in electrified vehicle sales led the way in recent months, breaking the 1% mark of total sales in the U.S. for the first time in November; and seeing ambitious PEV product launch announcements from Volkswagen, Daimler, BMW, and Toyota in the fall. That was triggered by Tesla receiving more than 400,000 down payments soon after showing its Model 3 reveal during the spring; and post-VW “diesel-gate” scandal government **crackdowns increased in Europe, the U.S., and South Korea.**

Hydrogen fuel cell vehicles are starting to see new vehicle launches and more stations being built, but it still has a very slight presence in the global market. But long-term, global auto executives think fuel cell vehicles will win out over PEVs in volume sales. One of the issues involved is that California’s zero emission vehicles mandate counts battery electric vehicles and fuel cell vehicles, but is phasing out plug-in hybrids; and nine other states are also following California’s ZEV guidelines.

<<http://greenautomarket.com>>

South Korea Testing Diesel Emissions and Raising Bar on Green Vehicle Sales

The South Korean government will be enacting real-world emissions tests of diesel vehicles in 2017, and unveiled ambitious new targets for eco-friendly vehicle sales.

Presently Asia’s second largest diesel car market, South Korea has set its sights on air pollution and has raised its green vehicle target to 30 percent of new vehicles sales by 2020 – up from 2.6 percent currently. The South Korean government also promised to support growth in plug-in electrified vehicle sales by increasing new charging stations 10-fold.

The South Korean government wants to bring air quality up to western European levels within a decade. By 2019, the rule would scrap old diesel vehicles which were launched before 2005. It would also phase out diesel-powered buses and replace them with cleaner buses which run on compressed natural gas.

“The government acknowledges that fine dust is a grave environmental problem, which poses a threat to people’s safety and health,” the government said in a statement.

In December, South Korea’s Ministry of Trade, Industry, and Energy (MTIE) announced plans that would increase the number of traditional gasoline-electric hybrids, plug-in electric hybrids (PHEV), pure electric vehicles (EV), and hydrogen fuel cell cars to 20 percent of all sales by the year 2020.

“The goal is to create a full-fledged market for eco-friendly cars by 2020,” the Ministry said.

Last month, the government found some diesel vehicles emitted up to 21 times more nitrogen oxides on the roads than at laboratories in tests conducted in the wake of Volkswagen’s emissions-test cheating scandal. This week, the government said it would decide whether to increase the price of diesel fuel after conducting research and holding a public hearing.

The government will also shut down or take other measures on 10 thermal power plants which were more than 30-years-old to curtail emissions.

<<http://www.hybridcars.com>>