

Korea Innovative Safety & Security Expo 2020



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K-SAFETY EXPO 2020

September 23(Wed) ▶ 25(Fri) / KINTEX

Brochure





K-SAFETY EXPO September 23(Wed) ~ 25(Fri), 2020 KINTEX



Hosted by the Ministry of the Interior and Safety: the largest trade show for the safety industry in Korea with a particular strength in the public sector.

- Additional credits of the ministry's disaster-readiness assessment for 325 central government agencies, local governments, and public institutions.



One of Asia's top 5 safety exhibitions, Korea's largest marketplace for the safety industry!

- Co-organized by +800 exhibitors / Scale - 50,000m² / 50,000 visitors



A Variety of business programs for promoting exhibitors marketing performance

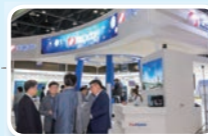
- Local market development: Innovative safety technology buyer meetings (large enterprises, public buyers), doctent tours for attendees from Public Officers in Safety Industry.
- Overseas market development: Export meetings with international buyers, foreign governments' delegation for disaster control and foreign officials in Korea.
- New market development: Safety-related exhibitions held concurrently to attract visitors interested in construction, Llft, and meteorological industries.

FACT & FIGURES K-Safety Expo 2019

484 exhibitors

50,834 visitors

Opening ceremony with by heads of government and public agencies including the Prime Minister.



Response to national issues: an SOC safety zone, a special exhibition hall about micro dust, and hall about the safe city.

63 conferences held concurrently.



What's new this year: K-SAFETY AWARDS for innovations of the year.

Pre-Matched 1:1 export meetings with 69 international buyers from 22 countries invited by KOTRA, foreign government Delegation from 11 countries invited by the Ministry of the Interior and Safety.

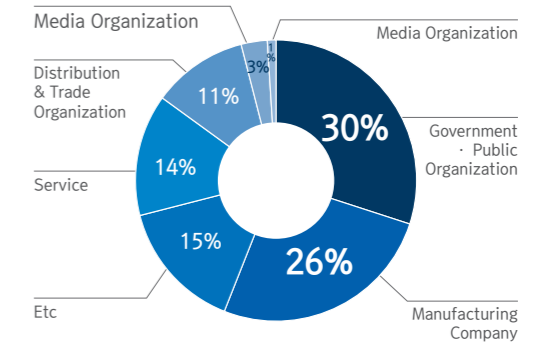


5 open seminars including patents and public procurements in the safety industry.

> Visitor Profile

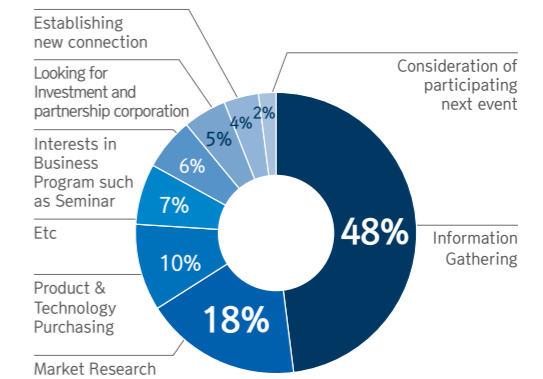
Visitor profile

The most visits are shown at public sector with the needs of advancing into public procurement market which is one of the safety industry characteristic and trade, service, others, media, government agencies, public institutions, manufacturers)



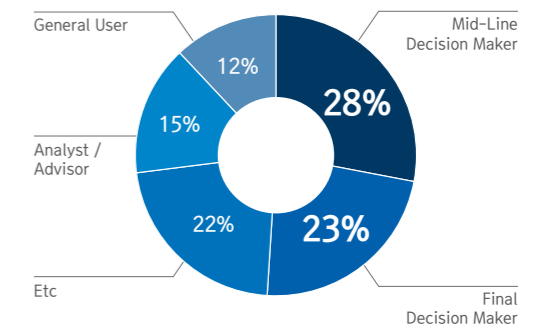
Visitors' Purposes

66% of the visitors' purposes are to understand the latest trend in the safety industry, market research and collect the data of the latest technology developing new accounts, finding investors and partners, interests in seminars and subsidiary events, purchasing products and technologies, market survey, information collection)



Decision making on purchase

There are more than of the final and middle decision makers in purchasing, it is expected that the review of purchases through the expo can take place actively.





> Exhibitor's Benefit



Business Program

1:1 export meetings with international buyers

Exhibitors can get the opportunities to have 1:1 export meetings with international buyers carefully selected through strict review of their purchase power and interest. Currently 129 KOTRA overseas offices in 84 countries are promoting the exhibition and receiving letters of interest from buyers.

- 2019: 1:1 export meetings with 69 international buyers from 22 countries and 11 foreign government delegations.

Innovative safety technology buyer meetings

Do not miss the rare chances to meet with major buyers, public institutions, and distributors' merchandisers at K-SAFETY EXPO 2020.

Discuss a variety of topics and practical business model ((buyer's specific purchasing plan, partnership strategies and supplier, cooperative company registration and so on)

- 2019: 1:1 meetings with 33 buyers from 24 large enterprises and 30 buyers from public institutions.

K-SAFETY INNOVATION AWARDS 2020

Innovative products and technologies that represent leading trends in the safety industry are selected by expert panels. Award winners' booths will feature an award medal that will serve as an eye-catcher in the venue. Other benefits include free booths provided for the next exhibition, press releases to all sorts of media, and showcases of award-winners (award ceremony to be held during the expo). *Selection criteria: new products (premiered at K-SAFETY EXPO), technical evaluation, marketability evaluation, idea evaluation, etc.

Docent tour for foreign officials in Korea

In strategic cooperation with the United Nations Industrial Development Organization (UNIDO), public officials from developing countries being trained in Korea are invited to K-SAFETY EXPO. This will serve as an opportunity to collect investment information of developing countries that have relatively underdeveloped safety infrastructure and seize the Potential chance to develop new market.

Online PRE-MATCH program

PRE-MATCH program provides opportunities to arrange meetings before the expo for all buyers and exhibitors who registered on the official website in advance.

Special Sponsorship *Sponsorship and advertisement enquiries : pse@kintex.com / 031-995-8209



Online advertisement features in e-newsletters, banners



On-site and publicity branding on-site show guides, press kits, etc.



Pre distribution of the e-directory to be distributed to key target buyers in advance



Media coverage support exhibitors mentioned in official press releases

Korea's biggest marketplace that drives growth in the nation's safety industry

K-SAFETY EXPO awaits your participation!

K-SAFETY EXPO is a government-wide fair hosted by the Ministry of the Interior and Safety being the competent authority to ensure the nation's safety. It is the biggest exhibition in the safety industry in Korea, where buyers including local and international business, government agencies, local governments, and public institutions gather.

This expo aims to showcase the latest developments in technologies and products for citizens' safety to grow the nation's disaster response force and promote the safety industries by helping relevant businesses develop local and overseas markets. To do so, K-SAFETY EXPO offers a range of business programs including meetings with buyers from large enterprises and public institutions, export meetings, and the K-Safety Innovation Awards, providing exhibitors with a golden opportunity to develop new markets and promote themselves.

Event title K-SAFETY EXPO 2020

Time 3 days from September 23 (Wed) to 25 (Fri), 2020 / 10:00~17:00

Venue KINTEX Exhibition Center 1, Halls 1~5.

Hosts  Ministry of the Interior and Safety  Ministry of Trade, Industry and Energy  Global Inspiration GyeongGI-Do

Organizers KINTEX kotra

Scale 500 exhibitors participating in 1,350 booths Visitors 60,000 visitors

Media partners  안전정보  CCTVnews  SecuIN

Homepage www.k-safetyexpo.com

Concurrent events

Korea International Construction and Industrial Safety Expo,
International Lift Expo Korea, Korea Climate and Meteorological Industry Exhibition

Sponsorship

Ministry of Food and Drug Safety, Ministry of Education, Ministry of Foreign Affairs, Ministry of Agriculture, Food and Rural Affairs, Ministry of Health and Welfare, Ministry of Oceans and Fisheries, Public Procurement Service, National Fire Agency, Cultural Heritage Administration, Korea Forest Service, Seoul Metropolitan City, Busan Metropolitan City, Incheon Metropolitan City, Chungcheongbukdo Province, Jeollanamdo Province, National Commission for Corporate Partnership, Korea Electric Power Corporation, Korea Land and Housing Corporation, Korea Water Resources Corporation, Korea Expressway Corporation, Korea Gas Safety Corporation, Korea Educational Broadcasting System, Korea Gas Technology Corporation, Korea Occupational Safety and Health Agency, Korea Institute for Advancement of Technology, Korea Fire Institute, Korea Internet and Security Agency, Korea East-West Power, United Nations Office for Disaster Risk Reduction.

Special Sponsorship

Korea High-tech Safety Industry Association, Korea Disaster Prevention Association, Korea Association of Public Safety Industries, Korea Railway Association, Korea Institute for Catastrophe and Safety, Korea Road Association, Korea Crane Association, Korea Drone Association, Korea Aerospace Industries Association, Korea Drone Industry Association, Korea Counter-Terrorism Industry Association, Korea Water and Wastewater Association, Korea Industrial Safety Association, Korea Digital CCTV Research Association, Korea Federation of CCTV Industry Cooperative, Construction Safety Manager Committee, The Korean Society of Disaster Information, Korean Society of Disaster & Security, Korea Institute of Construction Safety, Korea Edu-Care Association, Intelligent Transport Society of Korea, Korea Security Association, Korean Society for Healthcare-associated Infection Control and Prevention, Korea Products Safety Association, Korea Institute of Earthquake & Safety.





Disaster Prevention and Fire Safety Exhibition

Connections with the Ministry of the Interior and Safety's disaster-readiness assessment, hence a magnet to public institutions and local governments.

Exhibits

Disaster safety

public safety communication networks, products and technologies to ease damages from natural disasters, disaster prevention techniques, disaster prediction/response products and technologies, disaster recovery equipment, rescue equipment, rescue robots, disaster prevention technologies, disaster-ready supplies, emergency refuge facilities, personal safety equipment, outdoor disaster prevention facilities, furnishings in buildings, new disaster prevention technologies, disaster prevention construction and civil engineering materials, and more.

Fire safety

firefighting equipment, fire extinguishing facilities, fire equipment and materials, fire vehicles, personal firefighting equipment (protective gears, etc.), fire detection and alarm systems, fire prevention facilities, facilities to ease damages from fire, fire prevention technologies and facilities, fire evacuation supplies, refugee facilities, rescue equipment, automatic fire extinguishing systems, etc.

Key buyers

regional fire services, military, police, maritime police, disaster prevention managers from local governments, officials from public institutions, public facility managers, construction companies, government ministries, public welfare facility safety managers, constructors, architects, facility managers, safety supervision agencies, multiuse facility safety managers, small business associations, etc.

Industrial Safety Exhibition

Opportunities to have 1:1 meetings with buyers from large enterprises in manufacturing and construction, and public institutions

Exhibits

Industrial safety

advanced safety management systems, accident prevention technologies, surveying and measuring products and technologies, personal protective equipment, auxiliary safety products, crane safety products, explosion-proof equipment, explosion-proof facilities, instruments, on-site safety facilities (safety walk boards, safety nets, etc.), gas and chemical accident prevention technologies, decontaminating systems, leak detection technologies, safety technologies for work at height, safety diagnosis, lab safety products, clean rooms, field environment technologies, safety training, safety consulting, and more.

Key buyers

Site managers, public institutions' safety managers, those involved in industrial sites handling hazardous substances, those involved in safety supervision, multiuse facilities' safety personnel, semiconductor production plants' safety managers, constructors, builders, architects, heavy industries, merchandisers, buyers of personal safety products, etc.

Transportation and Marine Safety Exhibition

Policy recommendations to prevent major accidents, increasing government budgets to reduce damages from safety failure

Exhibits

Transportation safety

road warning signs and technologies, safety signs, control systems, autonomous driving, special vehicles, traffic enforcement equipment, soundproof facilities, lightings, personal protective equipment, vehicle blockers, smart street lights, vehicle control systems, vehicle safety products, railroad safety technologies, rail damage detection products, railroad control systems, aviation safety technologies, evacuation and emergency equipment, etc.

Marine safety

offshore rescue drones and rescue boats, disaster prevention methods and technologies, vessel damage control technologies, offshore control systems, personal safety equipment, underwater investigation equipment, underwater rescue equipment, emergency evacuation equipment, lifesaving equipment, rescue ships, offshore rescue equipment, vessel safety facilities, vessel supplies, etc.

Key buyers

relevant municipal officials, infrastructure management institutions, air force, navy, and maritime police, meteorological agency, leisure facility safety managers, those involved in shipbuilding industries, logistic safety managers, airlines, etc.

Security and Public Safety Exhibition

A must-see for security and public safety infrastructure managers in safe and smart cities

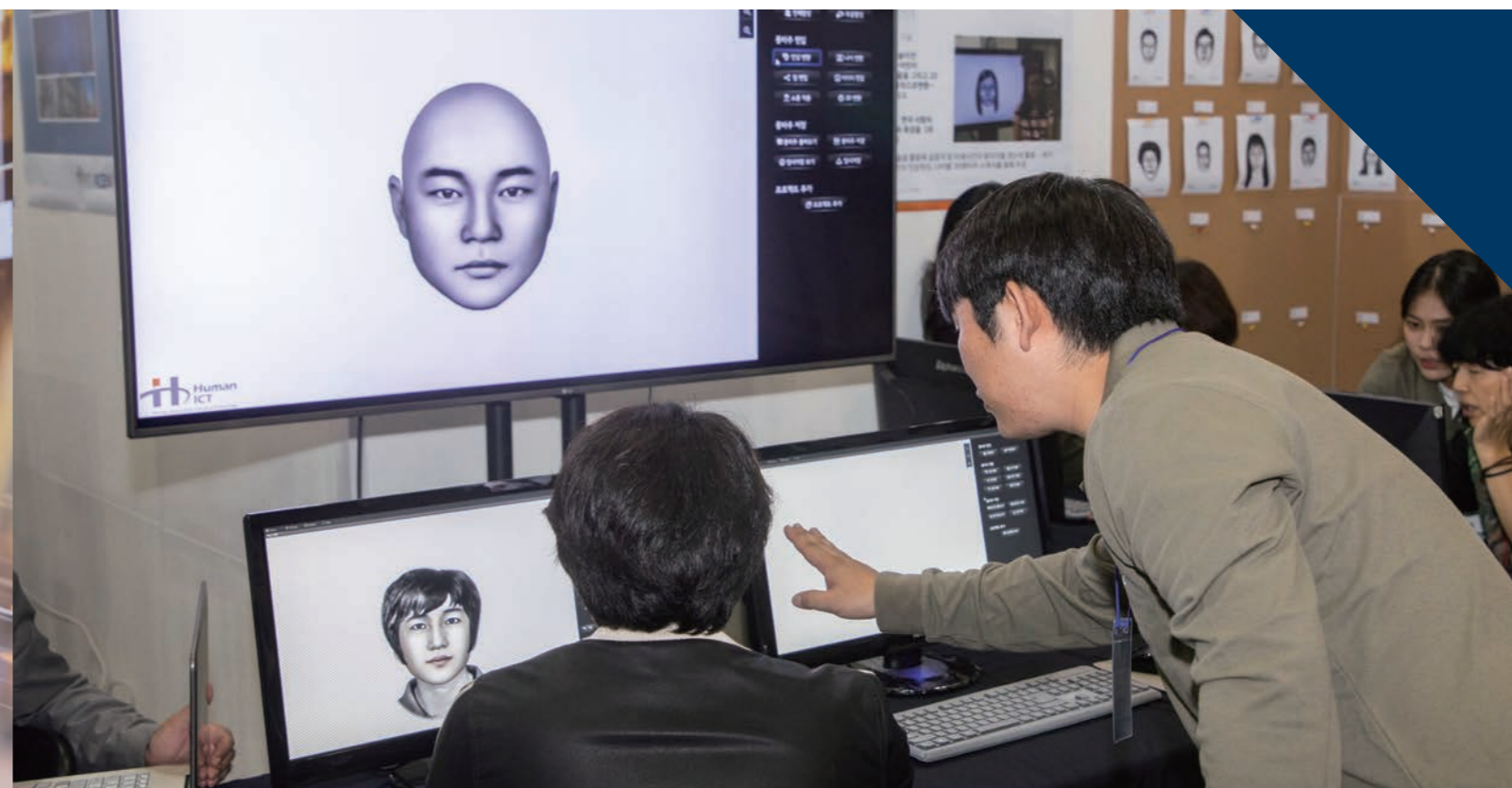
Exhibits

Security and public safety industries

advanced security systems, CCTVs, advanced perimeter security, multipurpose control systems, biometrics, equipment for security agencies, information security solutions, cyber-control, physical security, access control, recognition/sensor technologies, anti-forgery technologies, document security, self-defense products, video security and recording, unmanned surveillance technologies, counter-terrorism products and equipment, defense technologies and products, security robots, etc.

Key buyers

industrial safety and security managers, security agencies such as military, police, and maritime police, those involved in construction and suspension, multiuse facility managers, municipal officials, micro enterprises, cultural heritage safety managers, etc.



Public Service Exhibition

Publicizing safety policies in the public sector and positioning as leading safety agencies

Exhibits

Safe cities

regional and municipal governments' safety policies and support for businesses.

Infrastructure safety

safety policies of public agencies and corporations building energy, construction, and living infrastructure and support for relevant businesses.

Public safety service

government agencies' and public institutions' projects and R&D accomplishments.

Key buyers

Government agencies, public enterprises and corporations, local governments, public project executors, constructors, architects, builders, media, safe city evaluation agencies, developing countries' government officials in Korea, general public, etc.

Public Safety Exhibition

Efforts to improve safe environments for the vulnerable and promote safety in daily lives

Exhibits

Public safety

electrical safety, gas safety, noise management, pedestrian safety, environmental safety, self-protection products, health management, environmental improvement in welfare facilities, missing/lost child prevention, emergency medical devices, first aid kits, manual work aid devices, odor and living environment improvement products, child safety products and technologies, elderly safety products and technologies, safety experience equipment and programs, safety education equipment and programs, etc.

Key buyers

Managers of facilities used by safety-vulnerable classes (children, elderly, people with disability, etc.), municipal social welfare officials, safety experience centers, public facility managers, multiuse facility managers, general public, etc.



Air Safety Special Exhibition Hall

Strengthening control over infectious virus / emerging needs for air quality management in industrial fields

Exhibits

Blocking influx of infectious diseases (blocking and suspected infectee quarantine)

AI-based prediction systems, thermal imaging cameras, clean gates, temporary quarantine facilities, disinfection hub facilities, diagnostic kits and facilities, smart quarantine systems.

Field response to infectious disease (confirmed infectees and response)

Mobile X-ray, hazmat suits, quarantine services, mobile negative pressure facilities, negative pressure ambulances, negative pressure tents, infectious disease maps.

Infectious disease spread control (treatment and spread prevention)

Negative pressure rooms, products for isolated treatment (cameras for visual examination, etc.), therapeutic agents and vaccines, air sterilizer, bio clean room, medical waste disposal facilities.

Public response to infectious diseases (personal prevention and response)

Masks, hand sanitizers, personal disinfectants and sterilizers, air cleaners and sterilizers (for home).

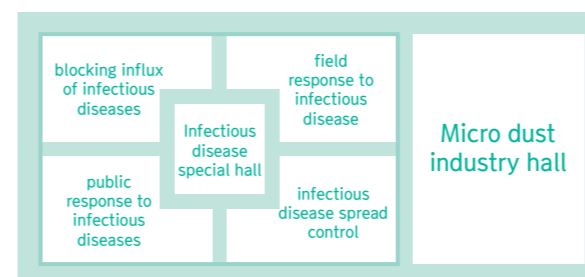
Infectious Disease Hall

History of infectious diseases, infectious disease outbreaks and control, public response guides, national control systems.

Micro dust

Indoor air quality management and dust reduction technologies, vehicle air quality management and dust reduction technologies, industrial field air quality management and dust reduction technologies, dust collectors, convergent cooling and heating systems, measuring technologies and products, dust scattering reduction technologies, environmentally friendly mobility, environmentally friendly energy, personal supplements for micro dust control, etc.

Organization



Key buyers

Government agencies, local governments, public institutions, facility managers, multiuse facility safety managers, industrial site safety managers, safety supervision agencies, airport public facility managers, constructors, builders, construction workers, health managers, healthcare institutions, immigration offices, general public, etc.

Smart Traffic Safety Special Hall

Stricter regulation to prevent recurrent traffic accidents and develop advanced traffic safety markets

Exhibits

Autonomous driving

smart mobility concept cars, autonomous driving technologies and assistant technologies

Advanced driver assistance systems

ADAS devices, around-view systems, automatic accident reporting devices, etc.

Advanced road traffic systems

parking management systems, AI crossings, smart pedestrian walks, smart traffic lights, walk signal voice guides, directional speakers, etc.

Traffic safety in winter (black ice)

geothermal road snow melt systems, anti-freeze paving, IoT ice detection devices, active road recognition systems, lane surface temperature change pattern prediction systems.

Children's traffic safety

school zone safety policies, unmanned traffic enforcement equipment, speeding warning systems, anti-slip paving, yellow school buses (child protection vehicles), car seats, sleeping child check, child safety reflectors, etc.

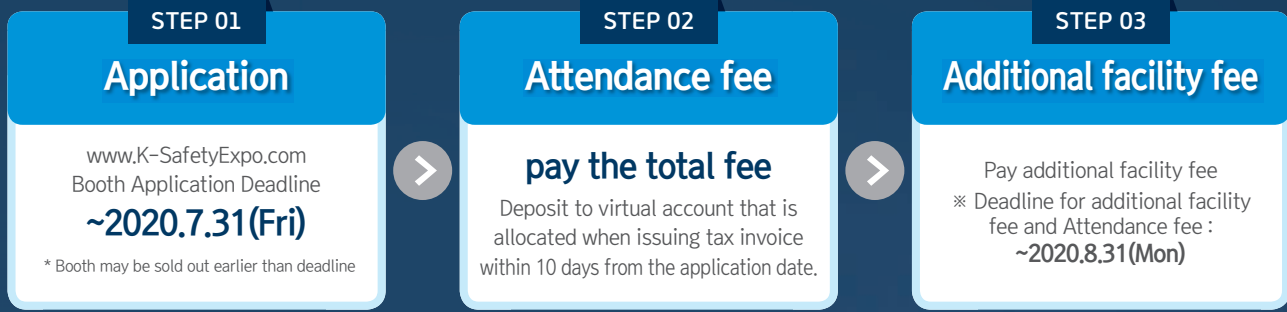
Organization



Key buyers

Government agencies, local governments, public institutions, managers of facilities used by safety-vulnerable classes (children, elderly, people with disability, etc.), municipal social welfare officials, safety supervision agencies, public facility managers, constructors, architects, builders, general public, etc.

APPLICATION >



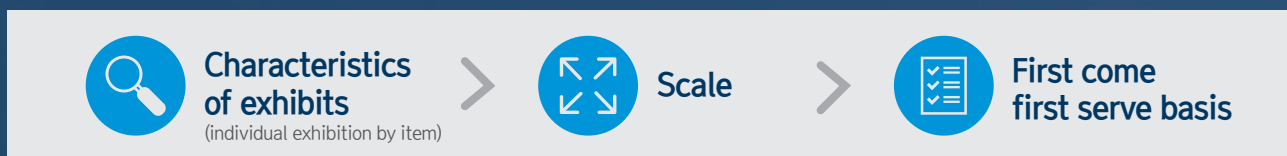
Booth types and unit price of attendance fee

Space only	USD 3,000 Item excluded	<ul style="list-style-type: none"> • 3m(w)x3m(h) • Only contracted space provided • Only available to 2 booths or larger • Exhibitors must hire KINTEX official contractor to carry out booth installation 	
Shell Scheme	USD 3,300 Item excluded	<ul style="list-style-type: none"> • Shell Scheme(3mX3m), Fascia Board(Kor./Eng.) • Lighting, Pytex • A pair of info desk and folding chair • A round table and 4 chairs • 1KW Elec. (220V power outlet) • Additional facilities / service are available at extra cost 	
Premium Scheme	USD 3,800 Item excluded	<ul style="list-style-type: none"> • Premium Block Booth (3mX3m), LED Board(Kor./Eng.) • Lighting, Pytex • A pair of info desk and folding chair • A round table and 4 chairs • 1KW Elec. (220V power outlet) • Additional facilities / service are available at extra cost 	

Discount category	Discount rate	Applicaton Dedaline
<input checked="" type="checkbox"/> 1st early application discount	a discount of USD 500 per booth	~2020.3.31 (Tue)
<input checked="" type="checkbox"/> 2st early application discount	a discount of USD 200 per booth	~2020.5.29 (Fri)
<input checked="" type="checkbox"/> Discount for revisiting companies	a discount of USD 200 per booth	~2020.7.31 (Fri)

※ In order to have discount benefit, application should be submitted via official website

Principle of allocating booths



Contact T. (82)31-995-8747 E. ksafetyexpo@kintex.com