

THE 11TH KOREA SERVICE MARKET (KSM 2019)

| Organized by |

kotra
대한무역투자진흥공사

KSM has become the representative of B2B consultation meeting in Korea since its foundation and has advanced to the next level to become Korea's top service business platform. It is a place where prominent Korean enterprises from knowledge-based service industry gather altogether, catalyzing more creative and productive business discussion.

KSM 2019 will give an excellent opportunity to meet top Korean companies from service industry.

● OVERVIEW

Date : May 30th(Thur) - 31st(Fri)

Venue : COEX Hall B, Seoul, Korea

Participants : 140 B2B buyers &
200 Korean companies
from Knowledge based Service Industry

Concurrent Show

- Title : SEOUL AR·VR EXPO
- Date : May 30th(Thur) - June 1st(Sat)
- Venue : COEX Hall B, Seoul, Korea
- Exhibit : VR·AR Contents (game, theme park, entertainment, animation, film...),
VR·AR Platform/Network/Device etc.
- Scale : 10,000 m² (100 Exhibitors)
- Events : VR·AR Conference, Open seminar, IR DAY, AWARDS etc.
- Website : <http://www.seoulvrar.com/>




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Korea Trade-Investment
Promotion Agency

● **PROGRAMS**

- 1:1 Business Meeting
- K-Service Startup Pitching Project
- Contract / MOU Ceremony
- Global Networking Night


● **BUYER CATEGORIZATION by SECTOR**



CONTENTS CONVERGENCE

Game SW
AR, VR
Design, Graphic
Broadcasting & Media


- Publisher
- Broadcasting Company
- Joint Producing Partners
- Game Software Platform
- Character Derivative



EDUCATION

Teaching materials
E-Learning Contents
Educational technology
Educational Organization
Preschool Education Contents


- License Publisher
- Educational Organization
- Studying Abroad Business
- E-Book Distributing Platform
- Educational institute Franchise



MEDICAL SERVICE

Hospital Building
Medical Education
Hospital management
Medical Device, Facility
Medical Information Technology

- Hospital
- Public Organization
- Medical Tourism Agency
- Regarded Partners



INFORMATION TECHNOLOGY

SW Development & Supply
App Development & Supply
System/Solution Development
Information Technology
Transfer

- Mobile Platform
- SW/APP Developer
- SW/APP Distributor

● 1:1 BUSINESS MEETING

Date Time	May 30 th (Thur)		May 31 st (Fri)	
	GROUP A	GROUP B	GROUP A	GROUP B
09:30~11:30	1:1 meeting (arranged)	1:1 meeting (free and arranged)	1:1 meeting (free and arranged)	1:1 meeting (arranged)
11:30~13:00	lunch			lunch
13:00~17:00	1:1 meeting (arranged)			1:1 meeting (arranged)

* Buyers will be divided into two groups (A, B), and the meeting will be conducted either at each buyer's table or VR/AR EXPO exhibitors' booths.

● FOR YOUR CONVENIENCE, WE PROVIDE

- Accommodation (three Nights / Five-Star Hotel)
- Business Translator for two days
- 100% of Round-Trip Flight Ticket Price (Economy), when signing over US\$100,000 Contract/MOU on site (should be reported prior to the event)



For further information,
Please contact the nearest KBC (Korea Business Center)