GLOBAL
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KOREA BUILD WEEK KINTEX

ASIA TOP
CONSTRUCTION
ARCHITECTURE
INTERIOR DESIGN EXHIBITION

KOREA BUILD WEEK

KOREA BUILD
INTERIOR DESIGN KOREA
CLEAN AIR EXPO
KOREA CONSTRUCTION TECH EXPO
KYUNGHYANG REAL ESTATE FAIR
GARDENING DESIGN KOREA

MESSE ESANG

ufi Approved International Event
Ministry of Trade, Industry and Energy GLOBAL TOP TRADE FAIR
AKEI ASSOCIATION OF KOREA EXHIBITION INDUSTRY

GLOBAL - INNOVATIVE - SPECIALIZED

KOREA BUILD WEEK

ASIA TOP
CONSTRUCTION
ARCHITECTURE
INTERIOR DESIGN EXHIBITION

Many domestic/international enterprises in construction, building, interior design, air solution, materials, technologies, and design fields have participated in this global professional exhibition, which has introduced cutting-edge technologies and trends to the world.

KOREA BUILD WEEK consists of 'KOREA BUILD' for introduction of building materials, 'INTERIOR DESIGN KOREA' for introduction of integrated interior design solutions, 'CLEAN AIR EXPO' for fine dust reduction solutions, 'KOREA CONSTRUCTION TECH EXPO' dedicated for B2B business in the construction industry, 'KYUNGHYANG REAL ESTATE FAIR' for suggestion of real estate investment strategies, and 'GARDENING DESIGN KOREA' for suggestion of landscaping and gardening solutions.

Read the trend, find buyers, and get opportunities for your business expansion in KOREA BUILD WEEK.

Title	**KOREA BUILD WEEK 2020** KOREA BUILD, INTERIOR DESIGN KOREA, CLEAN AIR EXPO, KOREA CONSTRUCTION TECH EXPO, KYUNGHYANG REAL ESTATE FAIR, GARDENING DESIGN KOREA		
Period	26 February(Wed) – 1 March(Sun) 2020, 10:00 ~ 18:00		
Venue	KINTEX, Ilsan	Scale	70,476㎡ / 950 Companies / 3,200 Booths
Organizer	MESSE ESANG Co., Ltd	Certification	- UFI Approved International Event - International Audited Exhibition
Additional Events	1:1 Business Meeting, Build Design Conference, Build Tech Conference, Fine Dust Conference, etc		

KOREA BUILD WEEK 2020

Experience Leading Technologies and Products for Construction, Architecture, Interior Design, and Air Cleaning Solution

'KOREA BUILD WEEK' consists of 6 industrial fairs for 'KOREA BUILD', 'INTERIOR DESIGN KOREA', 'CLEAN AIR EXPO', 'KOREA CONSTRUCTION TECH EXPO', 'KYUNGHYANG REAL ESTATE FAIR' and 'GARDENING DESIGN KOREA'

KOREA BUILD
The biggest architectural exhibition in Korea that deals with different cutting-edge technologies and products related to building materials, construction equipment, design, and practical construction fields

INTERIOR DESIGN KOREA
Interior design exhibition to suggest the leading trends of consumables for interior design business as well as advanced information about interior design, construction and finishing

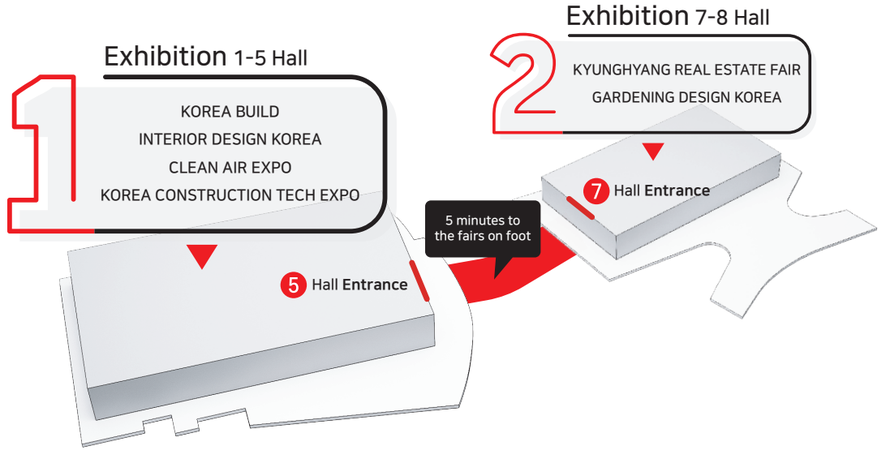
CLEAN AIR EXPO
Exhibition for the air cleaning industry to introduce new products and technologies for leading air cleaning solutions

KOREA CONSTRUCTION TECH EXPO
Exhibition dedicated to suggest and introduce the trend and stream of the construction industry

KYUNGHYANG REAL ESTATE FAIR
Real estate fair for suggestion of different investment strategies and market outlook as well as offering essential information about real estate investment, development, and distribution

GARDENING DESIGN KOREA
Landscaping & gardening exhibition specialized in landscaping industry and technologies for eco-friendly urban development as well as introduction of leading trends of landscape design

'Kyunghyang Housing Fair', which has kept pace with the history of Korean construction and architecture, changed its name to 'KOREA BUILD WEEK' to keep up with the global trends of construction and architecture all over the world. To establish the foundation for quantitative expansion and qualitative elaboration of the Korean construction industry, KOREA BUILD WEEK now expands its field to interior design, real estate, air cleaning solution, and gardening industries possibly collaborated with construction & architecture industry. This effort for inter-industrial collaboration and vitalization of the network will create a strong synergy effect and even maximize the efficiency of the exhibition.

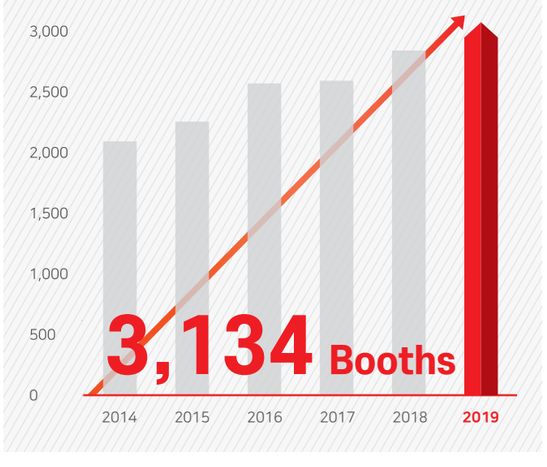


The exhibition and Conference Connect Between Products and Technologies, Between Information and People.

KOREA BUILD WEEK is the integrated exhibition to cover everything related to construction including domestic/international building materials, technologies, and even interior design field. More than 70 conferences and seminars offer great opportunities to share advanced information with diverse experts and suggest the vision as well as the future of the construction, architecture, and interior design industries.

The Best Marketing Platform for Domestic/International Enterprises in Construction, Architecture, and Interior Design Industries

In 2019, KOREA BUILD WEEK achieved the best results all time with total 937 exhibitors participating in the exhibition with 3,134 booths. It means that most companies in domestic/international fields of construction, architecture, and interior design chose this exhibition for promotion and advertisements in a sense of the strategic word.



KOREA BUILD

The Integrated exhibition covers not only building materials and technologies but also all steps for construction from the design process to practical building and maintenance.

Main Issue of the Industry

All public buildings over 1,000㎡ must comply with Zero-energy building regulations after 2020.

All buildings must comply with 'Zero-energy building' regulations after 2020 and the regulations will take the effects until 2030 in phases. In fact, many countries have carried forward Zero-energy building regulations for energy conservation and greenhouse gas reduction. Japan plans to apply Zero-energy obligation to all housings until 2030 while the U.S. does to new housings built after 2020. EU schedules to mandate the Zero-energy obligation to all new buildings built after 2020.

Roadmap of Zero-energy Building

2020	2025		2030
Public Buildings (Over 1,000㎡)	Civil buildings (Over 1,000㎡) Public Buildings (Over 500㎡)	Apartment Buildings (Over 30 households)	All Buildings, (Over 500㎡)

The market size of the zero-energy building field

The market size of the zero-energy building field is expected to increase from 420 trillion won in 2014 to 1,560 trillion won in 2024 on the strength of energy security enhancement, countermeasures for climate change, and obligation of zero-energy building. In the case of the domestic market, the market size is expected to increase from 8.6 trillion won in 2014 to 20 trillion won in 2024 as the government carries forward zero-energy building policies and support for the related industries.

Global Market Size for Zero-energy Building

2014 — 2024

420 trillion won — Approximately **1,560** trillion won

- Energy security enhancement
- Countermeasure for climate change
- Zero-energy building policy after 2020

Source : Zero Energy Buildings Navigant Research

Domestic Market Size for Zero-energy Building

2014 — 2024

8.6 trillion won — Approximately **20** trillion won

- Countermeasure for new climate system
- New policies for energy industries
- Obligation of zero-energy building
- Introduction of zero-energy building certificate system, etc

Source : Korea Institute of Energy Technology Evaluation and Planning

KOREA BUILD Special Pavilion for Future Architecture

Zero-Energy Building Pavilion 2020

KOBEA BUILD 2020 illustrates diverse innovative technologies and products that cover domestic/international insulating, high airtight, high functioning materials as well as new renewable energy technologies including sunlight and geothermal generation for the realization of 'Zero-Energy Building'. For reviewing the current status of the industries, information sharing, and promotion for new markets, we prepare for the network among diverse entities including enterprises, experts, related organizations, associations, managers, and building owners. Furthermore, the exhibition introduces different additional events including operation of technology experience pavilion to induce public participation and introduce zero-energy construction policies as well as conferences for information sharing and buyer meetings for business expansion.

Category	Passive Technology Pavilion	Active Technology Pavilion
	High airtight insulation windows and doors / High functioning glass / Insulation door / Insulation / Thermal film / Waste heat circulating ventilation system / Outside heat-insulation wall system / Thermal bridge barrier / External awning, etc Other related technologies, construction, and materials for insulation and airtight	High functioning boiler / Automatic lighting control system / Sunlight generation / Wind power generation / Fuel cell / geothermal heating·cooling system / Sunlight based heating/cooling system / Building energy management system(BEMS), etc Other related new renewable energy technologies and energy management & control systems

Buyer

Constructor

Architectural design

Institute

Composition of Special Pavilion

Public Relation Pavilion	Technology Experience Pavilion	Conference Room
Passive Technologies Pavilion	Startups Pavilion	Active Technologies Pavilion

KOREA BUILD composition and exhibits

This composition and exhibits could be changed depending on the progress.

Building materials

Experience Domestic/Overseas Cutting-Edge Technologies and Construction Materials!

We introduce excellent building materials and construction systems for construction and architecture from structural members to exterior materials, insulation, windows & doors for lighting, ventilation, and view, and even tools for construction.

Structual/ Exterior materials	Brick/Block, Stone, Timber, Metalic, Staco, Siding, Concrete, Roof tile, Temporary materials, Structural stiffeners, etc
Insulation	Insulation, etc
Windows·Doors	Window, Door, Awning, Shutter, Hardware, Banister/Handrail, etc
Coating · Waterproofing materials	Paint, Waterproofing materials, Coating materials, Adhesive, Sealant, etc
Tools · Equipment	Tools, Measuring tools, Safety supplies, Related equipment, etc

Interior

Total Interior Design Solution Covering Interior Design Materials for Indoor Space Composition!

We suggest total interior design solutions by customized consulting and focus on the essential equipment and materials for construction and interior design of bathroom and kitchen.

Interior materials	Marble, Artificial stone, Tile, Wallpaper, Flooring, Panel/Board, Ceiling materials, Molding, Partition, etc
Lighting	Lighting, Electrical installation, Outdoor lighting, etc
Bathroom	Sanitary ware, Bathtub, Faucet/Shower, Bathroom ceiling materials, Sanitary accessory, Cubicle, Bidet, Drain, etc
Kitchen	Sink, Furniture, Equipment, Appliance, etc
Home interior	Design/Construction, Fireplace, Safe, etc

Construction Equipment

500 Booths

Air conditioning · heating /Ventilation
Home network system
Elevator/Parking facilities

Architectural Design · Construction

500 Booths

Architectural Design
· Construction
Gardening
· Public facilities

Building materials

800 Booths

Structural/Exterior materials
Insulation
Windows and Doors
Coating · Waterproofing materials
Tools/Equipment

Interior

700 Booths

Interior materials
Lighting
Bathroom
Kitchen
Home interior

Construction Equipment

See Different Sorts of Construction Equipment at Once!

We introduce domestic/international excellent equipment and system for construction and architecture for building efficiency enhancement including air conditioning, ventilation, home network, elevator, etc.

Air conditioning and heating/Ventilation	Air conditioning and heating facilities, Ventilation equipment, new renewable energy, etc
Home networking system	Home network system, Security system, Digital door lock, etc
Elevator/ Parking facilities	Elevator, Parking system, etc

Design and Construction

From Design to Building!

We introduce diverse cutting-edge products and technologies that cover customized consulting for design and building, equipment for construction and landscaping, building materials such as a scaffold and handrail pole, supporting materials such as an anchor, lock bolt, and coupler, and different structures and building methods including wood, steel, concrete, and container housing.

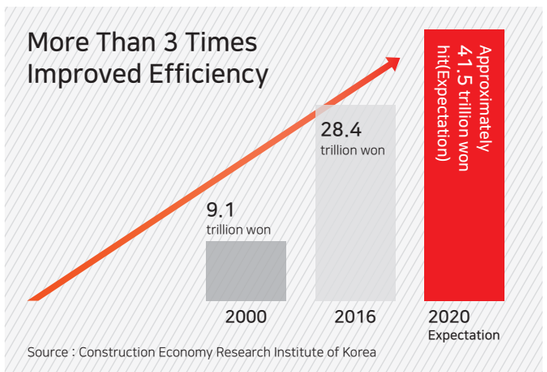
Design/Construction	Design/Construction, Mobile housing, Design program, etc
Gardening/Public facilities	Gardening, Deck, Fence, Gardening facilities, Playing facilities, Public facilities, etc

INTERIOR DESIGN KOREA

The Business Platform for Space Construction Products, Finishing, and Design

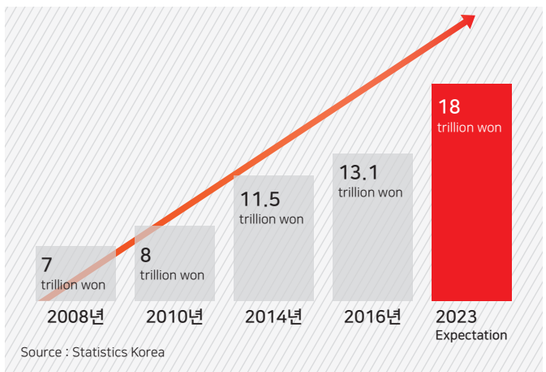
Interior Market Trend

Domestic Interior Market Size



Source : Construction Economy Research Institute of Korea

Domestic Home Furnishing Market Size



Source : Statistics Korea

"Total Solution for Interior composition"

Sharing of Advanced Information Related to Interior Design, Construction, and Finishing

This professional exhibition covers all products of the interior design industry. In this exhibition, we introduce all kinds of components of the interior design industry including furniture, home appliances, and finishing as well as connect suppliers and clients to establish a business network. We also offer a dedicated consulting program to introduce designers and builders to the entrepreneurs who need construction consulting.

The Feast of Growing Industry of Interior Design Consumables

We play a role as a market-driven platform which introduces different consumables and leads the trend of the industry of interior design and living. Furthermore, we introduce festival-like programs which the visitors enjoy different kinds of interior components with customer-oriented planning and diverse categories of products.

INTERIOR DESIGN KOREA composition and exhibits

Home Interior	Interior Materials	Marble, Artificial Stone, Tile, Timber, Wallpaper, Flooring, Panel/Board, Ceiling Materials
	Lighting	Lighting, Lighting System, Interior Lighting
	Bathroom	Bathroom Furniture, Sanitary Ware, Washstand, Faucet, Sanitary Accessory
	Kitchen	Kitchen Furniture, Kitchen Appliance, Sink, Kitchen System, Tableware
	Home Interior	Interior Design/Construction, Interior Studio, Appliance
Commercial Space	Store Interior	Commercial Space Interior Design/Construction
	Store Furniture	System Furniture, Office Furniture, Moduler Furniture, Store Furniture
	Digital Signage	Display, Kiosk, Videowall, Smartboard, Smartscreen, LED Display/Signboard, Media Facade
Decoration	Furniture	Home Furnishing
	Interior Textile	Bedding, Curtain, Blind, Carpet, Cushion
	Living Objet	Mirror, Clock, Frame, Bathroom Objet, Art

Collaboration with Interior Designers for Value of Space

INTERIOR DESIGN KOREA made MOU contract with KOSID and the professional platform for interior designers, Interior Brothers Co., Ltd. The leading designers, architects, and young designers gather to share different trends of interior design and build the network with participants of the exhibition.

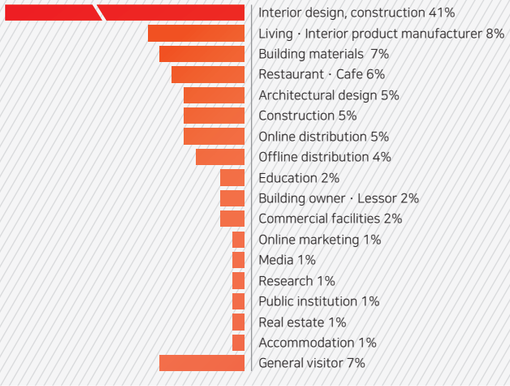
KOSID
|사한국실내건축가협회

We operate a VIP invitation program and network building program for about 7,200 members of KOSID so that the invited members carry out their business with the related companies.

인테리어 브라더스

We invite interior design companies affiliated with Interior Brothers Co., Ltd. As well as domestic/international finishing material providers to carry the exhibition and conference programs. The members may select and trade the products for collaboration.

Visitor Profile



Purpose of visit

INTERIOR DESIGN KOREA Special Pavilion

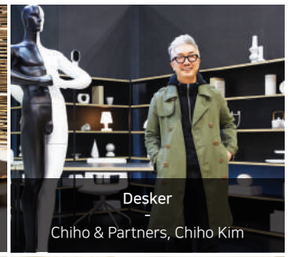
Collaboration with Designers

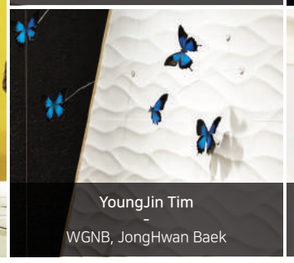
This project is for collaboration between leading interior designers and finishing material providers. Through this project, the designers may re-interpret the company's product and carry out space realization. The dedicated booth will be dedicated to shedding light on the availability, function, and quality of the selected object as well as the philosophy internalized in the design of the finishing materials.

KOREA BUILD 2019(February, KINTEX)

2019 Trend Pavilion with Interior Brothers Co., Ltd
(A new experiment with designers and brand – Unfamiliar)

ShinMyeong Flooring
-
Tuneplanning, Seok Kim


Desker
-
Chiho & Partners, Chiho Kim

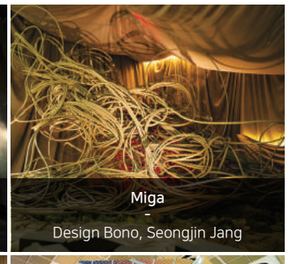

YoungJin Tim
-
WGNB, JongHwan Baek

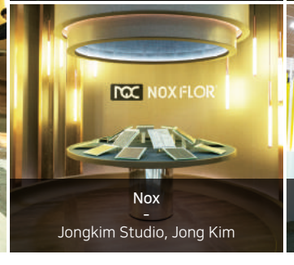
Saturn Bath
-
Design Tomorrow, Hyouck Huh

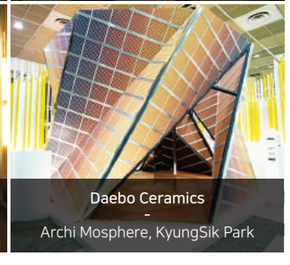
KOREA BUILD 2019(July, COEX)

2019 MAGAM. Essence with Interior Brothers Co., Ltd
(The hut of essence)

Kujung Maru
-
100A Associate, JongWan Kim


Miga
-
Design Bono, Seongjin Jang


Nox
-
Jongkim Studio, Jong Kim


Daebo Ceramics
-
Archi Mosphere, KyungSik Park

Entry Fee of Designer Collaboration Project : 50,000,000 Won

Interior Consulting

We operate an interior design consulting program for remodeling demanders, building owners, and any client who need a renewal of space. The system matches the most suitable expert with the participant based on the budget, area, and preference written in the concierge program before the fair begins. In this special pavilion, clients and designers meet each other to carry out practical consulting for space composition.

The Opportunities to Meet End-Users

It is important but difficult to meet end-users, especially for interior designers. In [Interior Consulting Pavilion], the client can type the information based on his/her needs and the system automatically recommend the interior designers based on data-based matching algorithm for most efficient business consulting.

Most Efficient Business Consulting Ever

For 5 days of the fair held in KINTEX, February 2019, 414 clients and designers participated in 573 meetings. Maximum 100 participants reserved and progressed consulting a day. Total 63 cases resulted in contract making and actual measurement and the total amount of contract was 5.84 billion won.

Result of Interior Design Consulting Program

February, 2019(KINTEX) : Total 573 cases and 53 cases resulted in contract progress with 5.84 billion won in total

1. Results

Division	Pre-application	On-site application	Total
Application status	162 clients (350 cases)	252 clients (223 cases)	414 clients (573 cases)
Application amount (Maximum budget)	₩ 7,930,000,000	₩ 12,290,000,000	₩ 20,220,000,000

2. Status of Follow-up

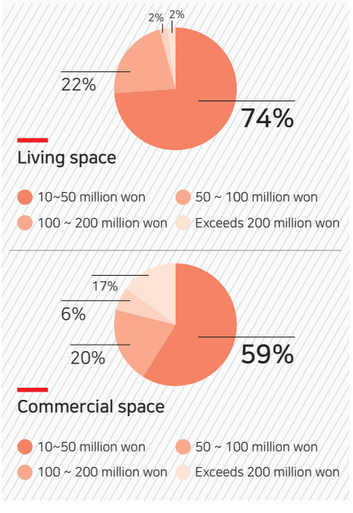
Division	Total consulting	Make a meeting after program	Total
Living space	283clients (68%)	47cases (75%)	44cases / ₩3,010,000,000
Commercial space	123clients (28%)	15cases (24%)	8cases / ₩2,824,000,000
Others	8clients (2%)	1cases (1%)	1cases / ₩6,000,000
Total	414clients	63cases	53cases / ₩5,840,000,000

July, 2019(COEX) : Total 504 cases

1. Results

Division	Pre-application	On-site application	Total
Application status	145 clients (306 cases)	198 clients (198 cases)	343 clients (504 cases)
Application amount (Maximum budget)	₩ 8,660,000,000	₩ 13,987,000,000	₩ 22,647,000,000

Size of Consulting progress by area.

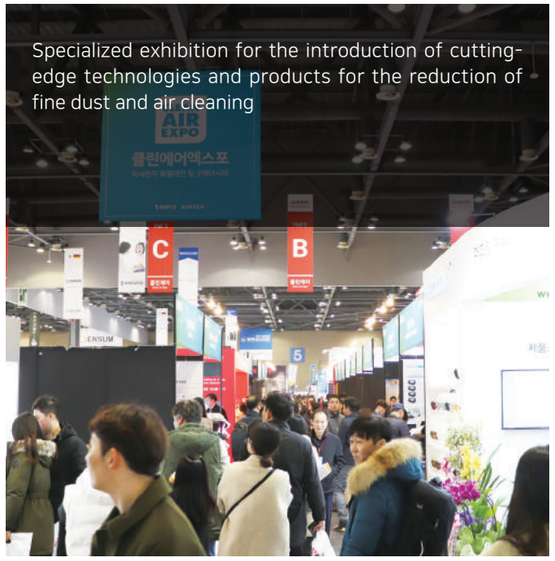


Entry Fee of Interior Consulting Program: 2,500,000 Won / 1 Table

Concurrent Exhibiton

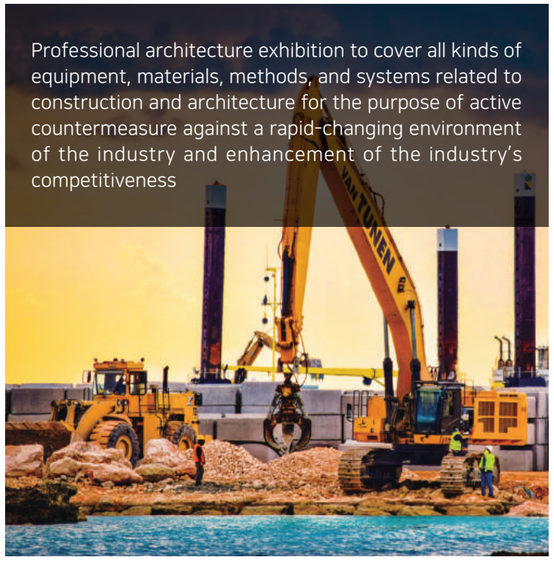
CLEAN AIR EXPO | KOREA CONSTRUCTION TECH EXPO
KYUNGHYANG REAL ESTATE FAIR | GARDENING DESIGN KOREA

CLEAN AIR EXPO



Specialized exhibition for the introduction of cutting-edge technologies and products for the reduction of fine dust and air cleaning

KOREA CONSTRUCTION TECH



Professional architecture exhibition to cover all kinds of equipment, materials, methods, and systems related to construction and architecture for the purpose of active countermeasure against a rapid-changing environment of the industry and enhancement of the industry's competitiveness

KYUNGHYANG REAL ESTATE FAIR

Meet Everything of the Real Estate Market, the Eye of the Typhoon of Innovation! Professional exhibition to share all kinds of information related to the real estate industry including property management, agency, lending, project development, investment, funding, etc.

GARDENING DESIGN KOREA

Special exhibition to share information and technologies of landscaping & gardening industry for leading of design trend and eco-friendly urban development

Conference

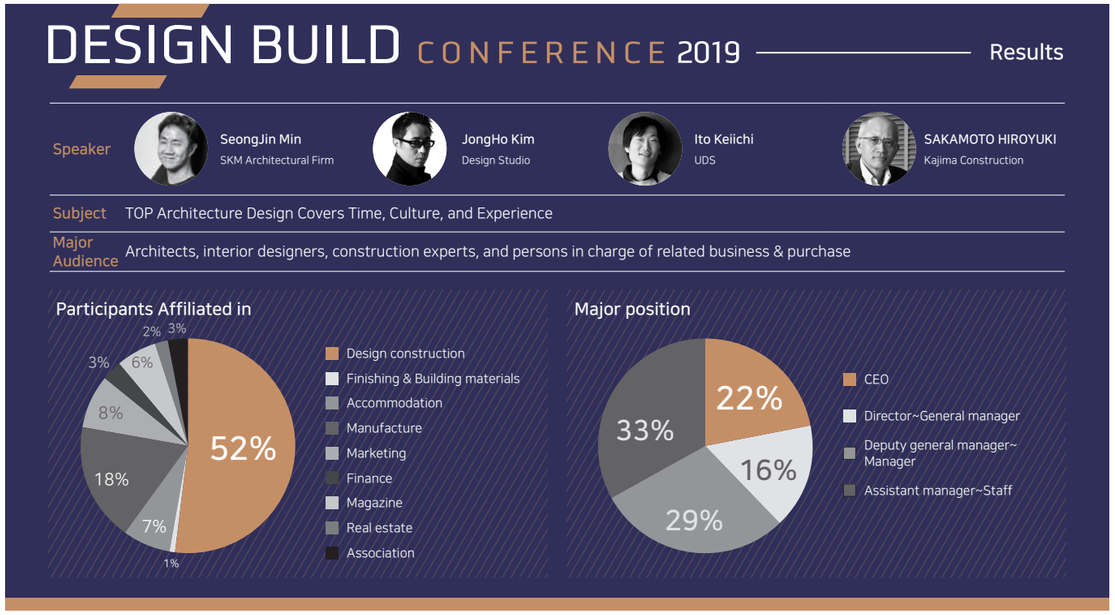
KOREA BUILD WEEK offers opportunities for sharing the information and network between different companies in construction & interior design field. It may be your first stage, first site for information sharing, and first chance to establish a new vision for the development of the industry. Visit us, 'KOREA BUILD WEEK', the platform for architectural & interior design information sharing, the exhibition leading the trend of the industries and development of technologies.

BUILD TECH CONFERENCE

We hold the seminars to discuss main issues of the industries with the government, municipal authorities, and related institutes. We hold the seminars where you can discuss and share cutting-edge technologies and stream of the industries with diverse entities including Ministry of Land, Infrastructure, and Transport, Ministry of Environment, Seoul City, Goyang City, and Korea Land & Housing Corporation.

BUILD DESIGN CONFERENCE

We suggest the insight that may be connected with your business as well as introduce the domestic/international trend of construction and design. We not only introduce marketing issues, branding, trend, lifestyle, and interior design but also spread the business know-how of leading companies. The domestic/international managers, interior designers, and information providers participate in the seminars to lead the sessions for the marketers and C-Level.



Call for Speakers & Sponsors
KOREA BUILD WEEK looks for any enterprise/brand that wants to participate in the conference for active business network and brand promotion. Please feel free to contact the Secretariat if you want to participate in KOREA BUILD WEEK Conference as a speaker or sponsor.
Speaker/Affiliation Inquiry Tel. 82-2-6121-6409 E-mail. koreabuild@esgroup.net

KOREA BUILD WEEK, the Opportunity for Entry into the Global Market

The First UFI Certified Global Construction & Architecture exhibition in Korea

UFI, established in 1925 and have the headquarters in Paris, France, is the international fair association (Union des Foires Internationals). As the biggest international exhibition association with more than 790 members in 86 countries, UFI has shown its powerful influence all over the world. UFI certificate is granted to only exhibitions which meet the strict criteria based on last 3 years such as the number of participating overseas companies or buyers.

Global Network

KOREA BUILD WEEK has established the network with the world-best organizers including JHBS, the biggest housing & construction exhibition in Japan, Fenestration Bau China, the representative windows and doors exhibition in China, IBS, the No. 1 international architecture exhibition in the U.S., WOC, the No. 1 concrete and construction exhibition, MosBuild, the No. 1 international architecture exhibition in Russia and CIS, and Batimat, the best international architecture exhibition in Europe. Furthermore, we have collaborated with diverse construction and architecture exhibitions in 25 countries including China, India, Turkey, Indonesia, the Philippines, Thailand, and Malaysia.

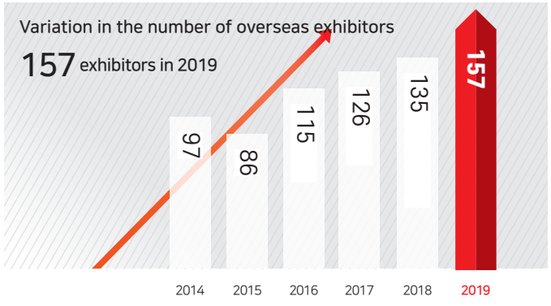
'International Pavilion' for overseas building materials

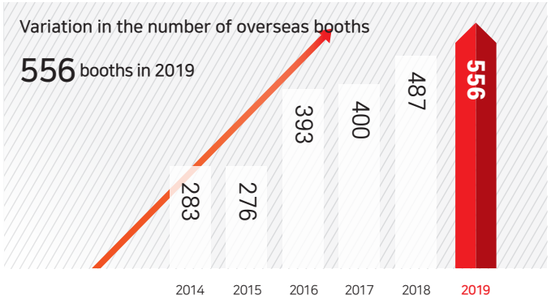
We are pleased to introduce different foreign building materials from different countries such as Japan, Thailand, India, and China in KOREA BUILD WEEK 2020.

Total 157 foreign companies with 556 booths

	Country	Number of exhibitors	Number of booths
	China	35	45
	Japan	33	124
	Germany	19	147
	USA	17	66
	Denmark	7	30
	Italy	9	48
	France	6	18
	Netherlands	3	3
	Thailand	3	4
	Malaysia	2	3
	Belgium	2	4
	Norway	1	2
	Russia	1	2
	Australia	1	8
	Vietnam	1	1

	Country	Number of exhibitors	Number of booths
	Bulgaria	1	1
	Sweden	1	3
	Switzerland	1	1
	Spain	1	3
	Singapore	1	6
	Austria	1	1
	Egypt	1	2
	Indonesia	1	10
	England	1	1
	Czech	2	14
	Turkey	2	3
	Poland	1	1
	Finland	1	2
	Ireland	1	2
	Taiwan	1	1





Export Consultation for Overseas Buyers

We invited approximately 200 buyers from 100 countries for Export Consultation for the purpose of support for global business expansion of the participants. Furthermore, we invite 'International Purchase Delegation' to arrange 1:1 business meeting by cooperation with Embassy of Thailand in Korea, Embassy of Vietnam in Korea, Embassy of Mongolia in Korea, and Japan Wood-Products Export Promotion Association.

Expanded invitation program from emerging Asian countries including Mongol, Vietnam, and India.

Invited buyer			Exhibitor	Consultation	
Division	Number of buyers	Total		Number of consulting matched	Amount of contract
Buyer consulted	55 buyers	87 buyers	90 exhibitors	519 cases	USD 26,986,040
Buyer invited	32 buyers				

No.	Contry	Buyer company name
1	Vietnam	Contech Group JSC
2		Pine Stone
3		Longdat Inport - Expoet and Production Corporation
4		Tai Anh JSC
5		MCA., JSC
6		Inter Brand.,JSC
7		Vietnam K&K Production and Trading
8	Mongolia	IESOM LLC
9		Iveel Mandal LLC
10		BBB Brothers LLC
11		Mongolian National Construction Association NGO
12		Uguuj Khishig LLC
13		Moncon Construction LLC
14		EGE LLC
15		Eco Construction LLC
16		SJ Equipment Solution LLC
17		Proheat LLC
18		Eson Talst Orgil Construction LLC
19		Efes Construction LLC
20		Inel LLC
21		Khulan-Uul LLC
22		"Enkh Ariun Chuluu" LLC
23		PROFFSKIIL CO.,LTD
24		BBIC LLC
25		Sky Trading LLC
26		Great Wall Cover
27	Guatemala	Industrials Shantu
28	Nigeria	Aji-toks Resources Limited
29	New Zealand	Sparta Construction NZ
30	Denmark	Fab Invest ApS
31		Kelas & Co A/S
32	Dominican Republic	Crisfer Inmobiliaria
33		Grupo Cafra
34		Plasticos Comerciales SAS
35	Russia	PC StroyBiznesAlyans LLC
36		Eurasian Holding Company LLC
37		Uni-N Construction
38		Potepllet
39		Vira
40	USA	Koa International
41		Jc Distributor Corp
42	Myanmar	Synergy Bsuienss Development
43		Marvel Resources
44		Maximum Trading Ltd
45	Saudi Arabia	Industrial Building Materials
46		Building Products Company
47		Binzafrah Holding Group
48	Serbia	MagnaCoop
49	Singapore	Far East Ceramica Pte Ltd
50	Azerbaijan	P.M.D Group
51		PMD Projects LLC
52	Iran	Pars Nahad Zist
53	Egypt	Al Ansar Co
54	Egypt	Elmenofy
55		Purity 101%
56	India	Ala Bricks, Ala Constructions
57		Ambience D cor India
58		Decor World
59		Lakshmi Enterpises
60		Yakura Industry Private Limited
61		Atco Interiors Pvt. Ltd.
62	Indonesia	PT Bhumi Seganimas Tunggal
63	Japan	Maeda Glass
64	China	Hu Nan Shun Tian Group
65		Sichuan Chuanxing Paint
66		Henan Zheheng Trading
67		Mega Technical Resources Limited
68		Dalian Pantern Commercial Management
69	Kazakhstan	Basyer Construction LLP
70		≪SHEBERBUILD≫ LLP
71		Intex Group LLP
72		Dgpmir LLP
73	Cambodia	OCIC
74	Kuwait	Al Kifah International
75	Thailand	Louis T. Leonowens
76		Bathroom Design I-Spa
77	Pakistan	Mesali Resource Group
78	Australia	Studio Van & Co
79		Tomark Group
80		DNCT Group

KOREA BUILD WEEK
Business Matching Service

We support business matching with domestic buyers to come up to the foreign exhibitors' expectations in this exhibition.

Domestic Buyer Profile

Field of Interest

Interior design·Remodeling	22.3%
Interior, Exterior · Structural Materials·Insulation	16.1%
Design·Construction	9.9%
Lighting·Electrical Installation	8.1%
Windows and Doors·Hardware	7.1%
Tools·Equipment	6.4%
IoT·Home Security	5.7%
Coating Materials·Waterproof Material	5.4%
Air conditioning and Heating·Ventilation Equipment	5.3%
Housing Information·Software	5.3%
Gardening·Public Facilities	5.3%
Sanitary Items	3.1%

Purpose of Visit

Interior design·Remodeling	18.3%
Obtain new technology information	18.1%
Obtain new product information	18.0%
Construction new house	11.2%
General visit	10.4%
Market trend review	7.5%
Purchase exhibits	3.5%
House maintenance/repair/management	3.3%
Searching for new customer/affiliate	2.7%
Moving in	2.0%
Participation in additional events	1.6%
Purchase inquiry	1.3%

B2B visitor/General visitor

Interior design · Remodeling
Constructor
Housing construction
Architect
Distributor for building materials
Government agency, Relevant institutions, Association
Building management
Real estate/Developer
Press

40.9% B2B 참관객

Building owner	12.8%
General visitor, Other industries	46.4%

ES Biz Matching Service

KOREA BUILD is conducting "KOREA BUILD ES Biz Matching Service" to maximize exhibition outcome of the exhibitor. This B2B service allows major domestic/international buyers to check out the products of exhibitors to request and confirm 1:1 meeting before exhibition through online.

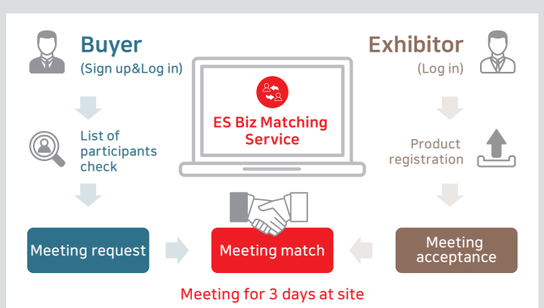
Benefits
Exhibitor : Release the company profile and information to buyers in advance
Buyer : Check the information of the exhibitors in advance to ask 1:1 meeting

Check service schedule

Application deadline	14 February, 2020
Final meeting schedule release	17 February, 2020
On-site meeting schedule	26 – 28 February, 2020, 3 days
Meeting location	KOREA BUILD exhibition hall, exhibitor's booth
Inquiry	82-2-6121-6409

* When joining in Biz Matching service, exhibition pre-registration will be in progress as well
* Further schedule may be changed at the organizer's discretion from time to time.

Procedure



Participation Guide

Procedure

01 Fill out the application form and send it by email (koreabuild@esgroup.net)

02 Wire-transfer 50% deposit to KOREA BUILD within 1 week of submission

03 Deposit balance payment by 31 Dec, 2019

※he application will be completed only after the deposit is paid and the booth allocation will be done after the balance is paid.
※The paid fee will not be returned and can be carried forward in accordance with the regulations when canceled.

Booth Type

Division	Raw Space	Standard Booth
Booth Type		
Provides	Space only	Booth wall, Carpet, 3 spot lights, 2 arm spot lights, 220V outlet, Information desk, Round table&3 Chairs, Fascia board, A waste bin
Price	**USD 3,300**	**USD 3,850**

Additional Participation Fee

Division	Unit	Price	Remark
Registration Fee	Company	USD 220	Compulsory
Visa Assistant	Company	USD 55	Option
Equipment	Piece	Individual Value	

Your Booth inquires, Contact Co-organizer

Co-organizer
Global Business Exhibitions
Tel +82-2-6671-0745
Fax +82-2-6671-0748
E-mail kbuild@gbexhibition.com

Organizer
MESSE ESANG
Tel +82-2-6121-6409
Fax +82-2-6121-6401
E-mail koreabuild@esgroup.net

www.koreabuild.co.kr

The Value Beyond Just Exhibition, MESSE ESANG

KOREA BUILD Annual Schedule

KOREA BUILD WEEK	KINTEX	26 February(Wed) ~ 1 March(Sun), 2020
KOREA BUILD	COEX	2(Thu) ~ 5(Sun) July, 2020

KOREA BUILD
ES Tower, 9, World Cup buk-ro 58-gil, Mapo-gu, Seoul, Korea (03922)
Tel +82-2-6121-6409 **Fax** +82-2-6121-6401 **E-mail** koreabuild@esgroup.net
www.**koreabuild**.co.kr