# K-Safety Beyond Korea

# 안전 K SAFETY EXPO 2021

K SAFETY EXPO 2021

## 2021.9.14(Tue) ▸ 16(Thu) / KINTEX

Hosted by Ministry of the Interior and Safety · Ministry of Trade, Industry and Energy · GYEONGGI-DO

Organized by KCCP · KINTEX · kotra

Concurrent events
건설안전 솔루션을 한자리에
2021 한국건설안전박람회
Korea International Construction & Industrial Safety Expo 2021
K-QUARANTINE EXPO 2021
2021 K-방역 엑스포
2021 한국국제승강기엑스포
International Lift Expo Korea 2021

Website www.k-safetyexpo.com

# K-SAFETY EXPO 2021

**2021. 9. 14(Tue) ~ 2021. 9. 16(Thu)**

## Hosted by the 'Ministry of the Interior and Safety' : the largest trade show for safety industry in Korea

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

## Asia's top 5 safety industry specialized exhibition, the largest business platform for safety industry

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

## A variety of business programs to extend sales reach with networking opportunities

- Local market development: Innovative safety technology buyer meetings (large enterprises, public buyers), docent 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, LIft, and meteorological industries.

## POST SHOW REPORT (Online Edition / 2020)

**411** Exhibitors

**461,819** Visitors

### Online Exhibition

•General safety industry/Public safety service/3D virtual booth /Special showcase (Awards-winning product, Special exhibition of safety certification products), etc.

### Safety Innovation Business Meeting

•Pre-matching with public organizations and large enterprise buyers in safety industry
•91 buyers from 40 domestic companies participated

### K-Safety On-Air

•Live broadcasting of new products and service in safety industry to support exhibitors' online promotion
· 19 exhibitors participated

### Buyer program (Pre-matching)

- 1:1 pre-matching system with buyers (1st) September / (2nd) October
- Video call meeting (Interpreters supported for all buyers)
- 86 buyers from 28 countries participated

### K-Safety Innovation Awards

- Awards for Innovative technology and products in safety industry
- Benefits for award-winning companis will be entitled

### Online Conference

- Online safety Seminar(live), Seminars about Digital New Deal, Green New Deal, Safety technologies and related policies, Discussion on development strategies, etc.

## Visitors

**461,819**
Visitors

**787,844**
Page View

### Buyers from large enterprises and public institutions

LG디스플레이 LG U+ LG하우시스 LG화학 SK SK이노베이션 SK종합화학 SK텔레콤 NAVER 대림리빌 DAELIM DOOSAN
롯데건설 롯데제과 LOTTE GRS SAMSUNG 삼성SDI SAMSUNG 삼성SDS SAMSUNG 삼성디스플레이 SAMSUNG 삼성엔지니어링 SAMSUNG 삼성중공업
SEMES 신세계 건설 여수광양항만공사 THE E-LAND GROUP 인천항만공사 중흥건설 coway PARIS CROISSANT
posco 한국가스공사 한국가스안전공사 한국산업인력공단 K water KOMSCO 한국조폐공사 한국지역난방공사 KORAIL HYUNDAI MOBIS
KEPCO NF HYUNDAI TRANSYS HYOSUNG HEAVY INDUSTRIES

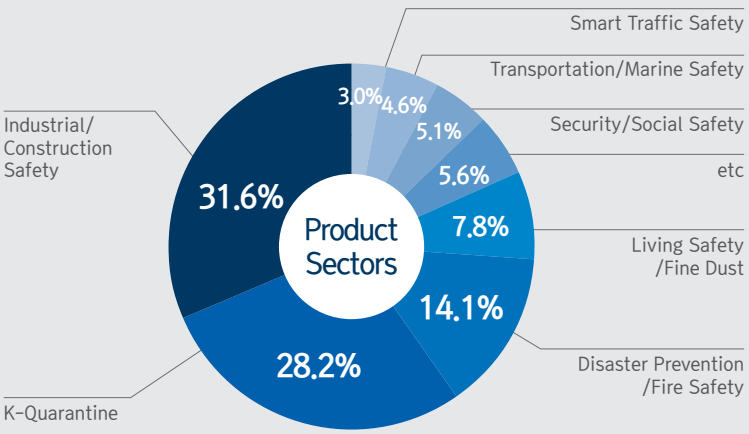
### Overseas buyers (Participated buyer program)

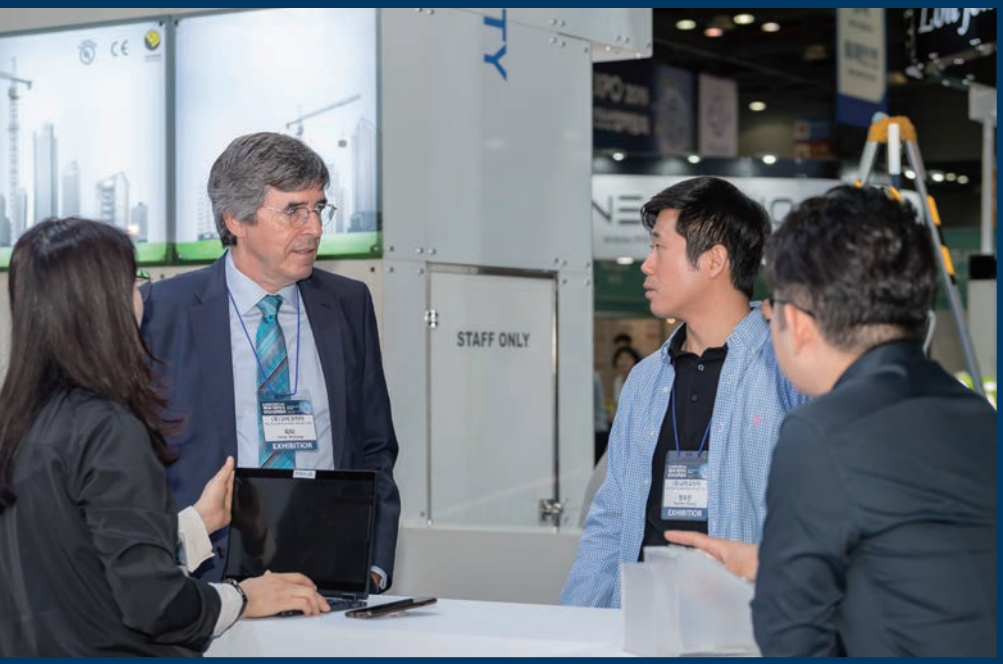
**28** Countries **86** Companies

23 companies from Asia | 16 companies from Africa | 15 companies from Europe |
10 companies from Middle East | 6 companies from South America |
4 companies from North America | 1 company from Oceania

## Exhibitors

**411**
Exhibitors




STAFF ONLY
EXHIBITION

Video from T live carrier
Transport Network
T live studio
T live carrier
T live carrier lesser
TLC Smart for DJI Drone

PEOPLE. TECHNOLOGY.
kt
국가 재난안전통신망 사업
telecom
Safety with SKT 5GX
대한민국의 내일을 여는 기술
SKT 5GX

Digital ADVANCED
SENSORS, DAS.
LH
3DS

# Programs for Exhibitors

## HOSTED BUYER PROGRAM – Buyers from overseas

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. 86 buyers from 28 countries were invited in 2020, and two rounds of business meeting were held successfully.

## HOSTED BUEYER PROGRAM – Buyers from Korea

Do not miss the rare chances to meet with major buyers, public institutions, and distributors' merchandisers at K-SAFETY EXPO 2021.
Discuss a variety of topics and practical business model ((buyer' s specific purchasing plan, partnership strategies and supplier, cooperative company registration and so on)

## DOCENT TOUR

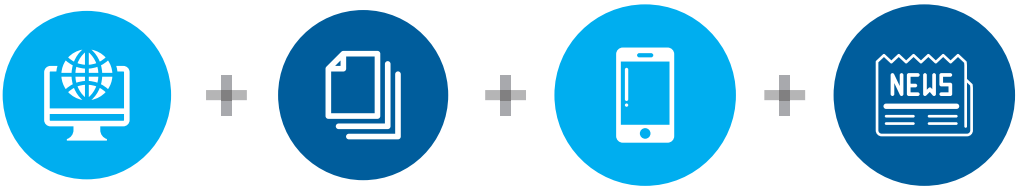
In strategic cooperation with the United Nations Industrial Development Organization (UNIDO), public officials from developing countries being trained in Korea are invited to K-SAFETY EXPO. This will serve as an opportunity to collect investment information of developing countries that have relatively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

## CONFERENCE & SEMINAR

We hold various academic conferences and seminars related to the safety industry. You can meet a number of professionals from industry and expend your networking opportunities.

# OFFICIAL SPONSORSHIP

* Contact : ksafetyexpo@kintex.com




**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

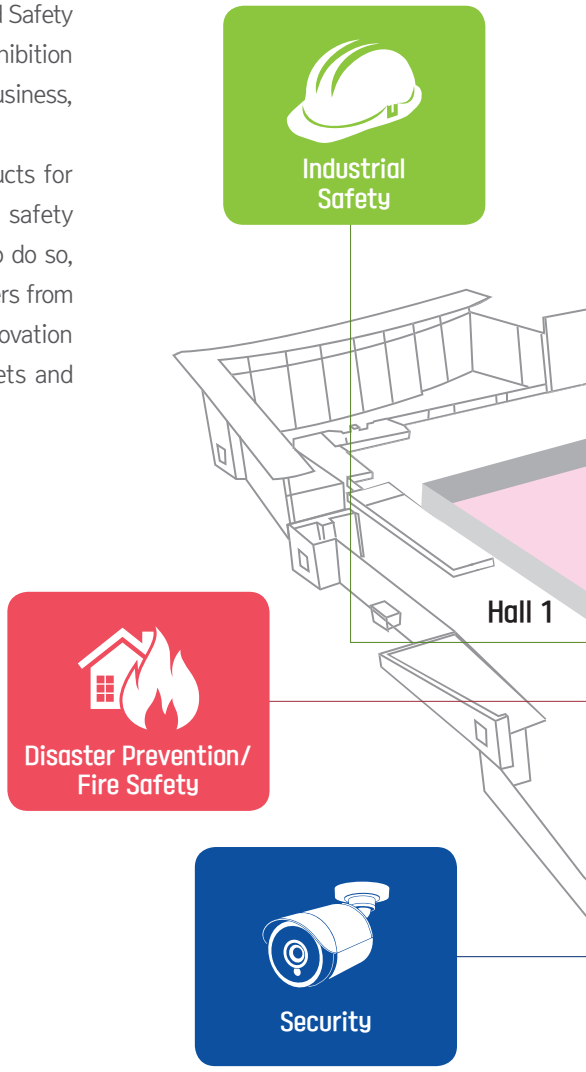
**Media coverage support**
exhibitors mentioned in official press releases

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

# K-SAFETY EXPO 2021

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.




**Title** K-SAFETY EXPO 2021

**Date** 2021. 11. 14(Tue) ~ 16(Thu) / 10:00~17:00

**Venue** HALL 1~5, KINTEX Exhibition Center 1

**Hosts** Ministry of the Interior and Safety, Ministry of Trade, Industry and Energy, GYEONGGI-DO

**Organizers** KCCP, KINTEX, kotra

**Scale** 500 exhibitors 1,350 booths / 60,000 visitors

**Media partners** 안전정보, CCTV NEWS, SecuN

**Website** www.k-safetyexpo.com

**Concurrent events**

Korea International Construction and Industrial Safety Expo
K-Quarantine Expo
International Lift Expo Korea

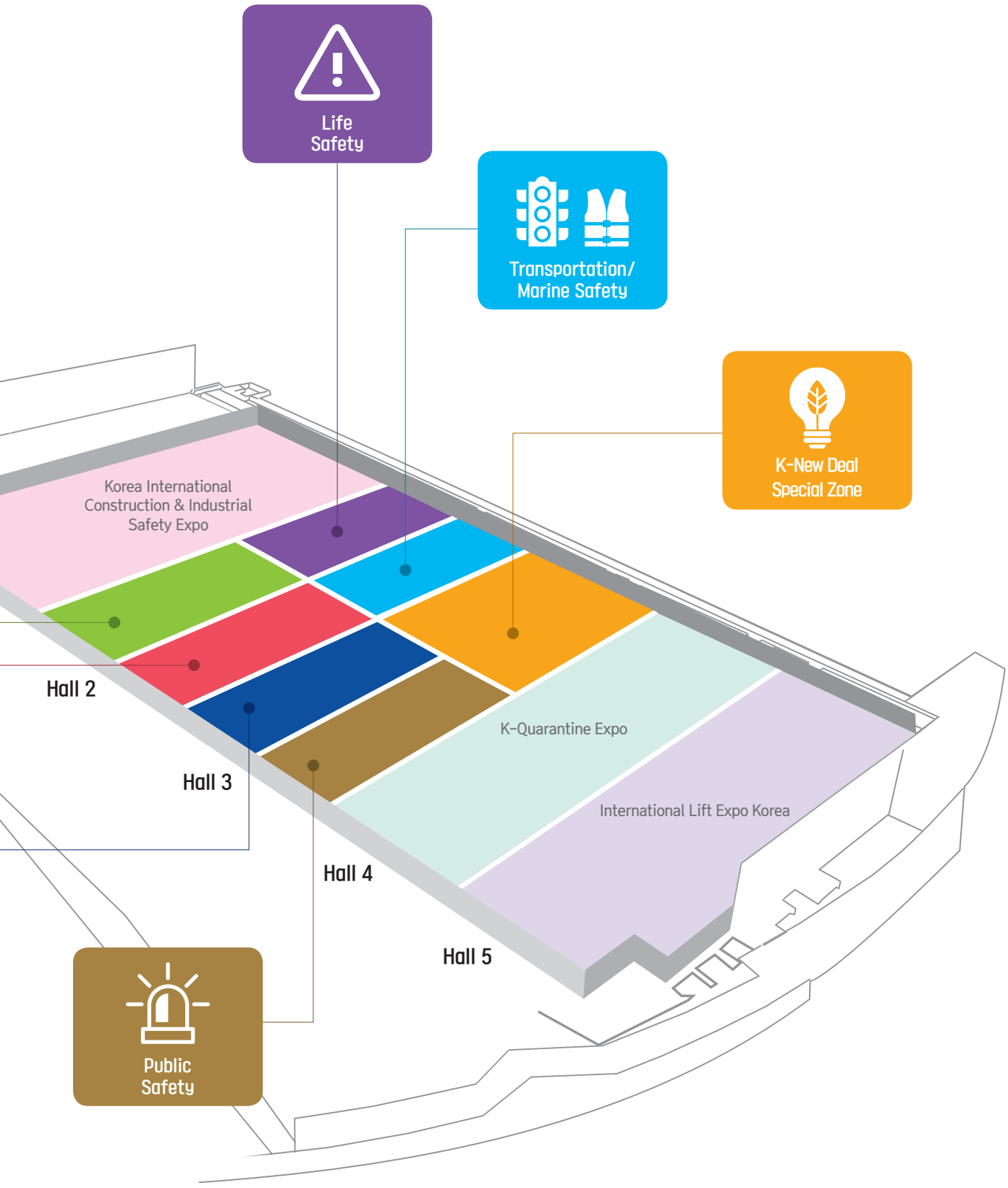
**Sponsorship**

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.

Exhibition Hall



# Disaster Prevention and Fire Safety

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

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.

Exhibition

# Transportation and Marine Safety

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 technolo gies, 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

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

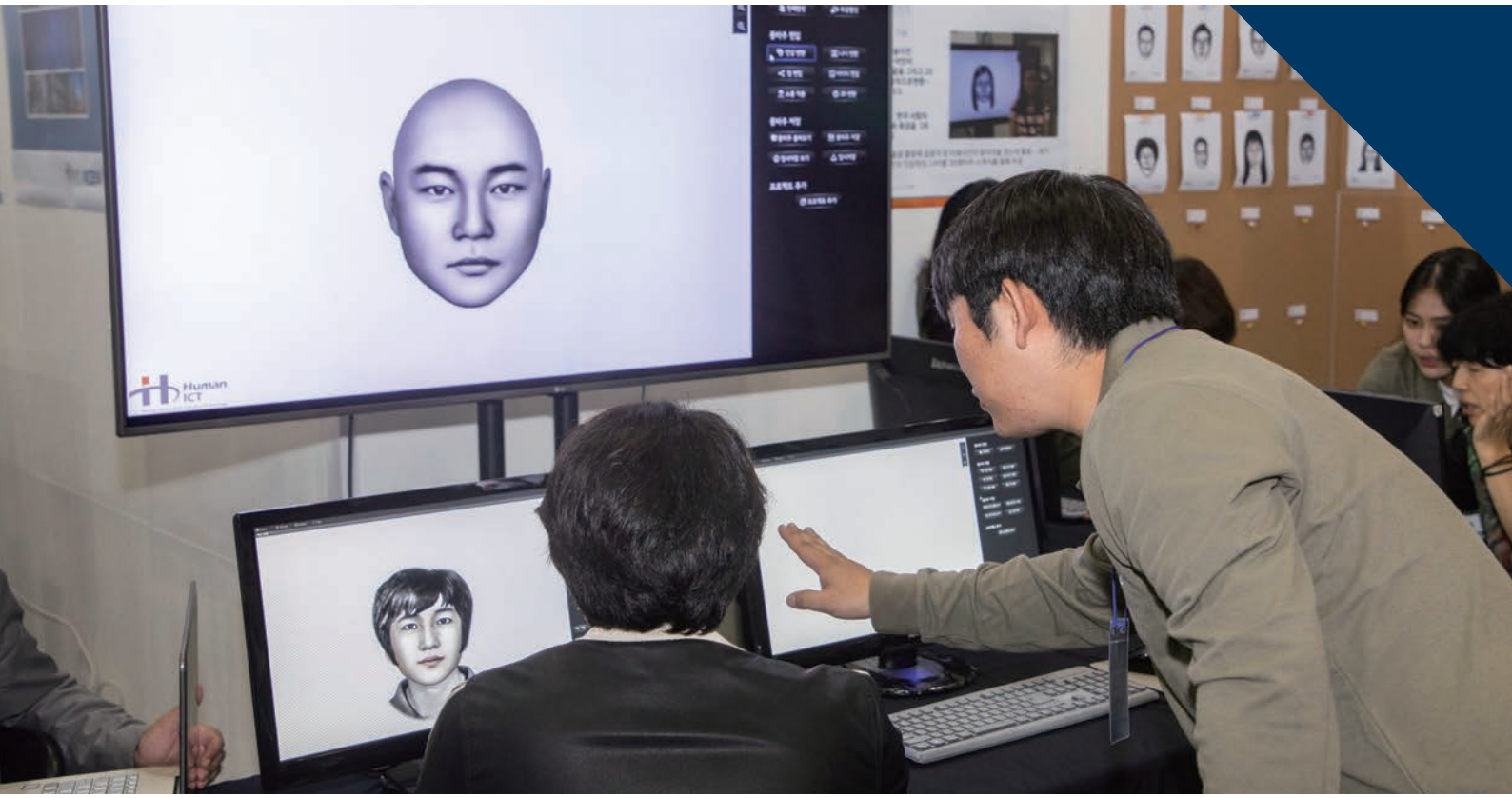
## Exhibits

### Security

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 Safety

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.

# Life Safety

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

## Exhibits

### Life 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.

# K-New Deal Special Zone

## 'DIGITAL TRANSFORMATION' IN SAFETY INDUSTRY

Accelerating **digital transformation** in safety industry by deploying new digital technologies will be the key to build healthier and safer society.

## The Future of K-Safety
## K-New Deal Special Zone

### Safety Innovation
Safety products and services with innovative technologies

**EXHIBITS**

- SOC digitalization technologies
- Disaster response robot (KAIST, Korea Atomic Energy Research Institute, Korea Institute of Production Technology)
- Army/Navy advanced surveillance system
- Disaster management technology of telecommunication company
- AI security technology
- K-Quarantine related technology

### Hidden Champions
Safety start-ups with advanced technology

**EXHIBITS**

- Advanced technology (product) from domestic start-ups
- Smart city, SOC digitalization, Energy (hydrogen cars, electric vehicles, solar energy, etc.),
- High-tech technologies related to Intelligent transportation system(ITS), Self-driving services, etc.

### Safety R&D
Research institutions and government agencies about safety industry

**EXHIBITS**

- Life safety R&D customized for national demand
- Intelligent situation management R&D
- Social complex disaster response technology project
- Digital conversion project for educational infrastructure
- D,N,A (Data, Network, AI)
- Ecosystem Enhancement R&D

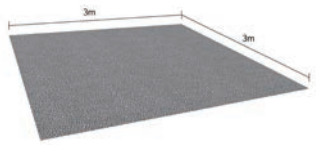
# BOOK YOUR STAND

**STEP 01**
## Application
www.k-safetyexpo.com
Deadline :
**~7.30(Fri)**

**STEP 02**
## Payment of stands
**FULL PAYMENT**
The deposit must be completed within 10 days of the application date.

**STEP 03**
## Payment of additional fees
Deadline :
**~8.13(Fri)**

## EXHIBIT

| | | | |
|---|---|---|---|
| Space only | USD 3,000 | • 3m(w)x3m(h)<br>• Only contracted space provided<br>• Only available to 2 booths or larger<br>• Exhibitiors must hire KINTEX official contractor to carry out booth installation |  |
| Shell Scheme | USD 3,300 | • Shell Scheme(3mX3m), Fascia Board(Kor./Eng.)<br>• Lighting, Pytex<br>• A pair of info desk and folding chair<br>• A round table and 4 chairs<br>• 1KW Elec. (220V power outlet)<br>• Additional facilities / service are available at extra cost | |
| Premium Shell Scheme | USD 3,800 | • Premium Shell Scheme (3mX3m), LED Board(Kor./Eng.)<br>• Lighting, Pytex<br>• A pair of info desk and folding chair<br>• A round table and 4 chairs<br>• 1KW Elec. (220V power outlet)<br>• Additional facilities / service are available at extra cost | |

| Category | Discount Amount | Application Deadline |
|---|---|---|
| ☑ Early bird discount | USD 500 per stand | ~3.31(Wed) |
| | USD 200 per stand | ~5.31(Mon) |
| ☑ Re-participation discount | USD 200 per stand | ~7.30 (Fri) |

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

## BOOTH ASSIGNMENTS

Exhibit Category > Participation Scale > First come first serve basis

**Contact** T. +82-31-995-8724/8748/8165/8743 E. ksafetyexpo@kintex.com
W. www.k-safetyexpo.com