

Asia's Largest IT Trade-Investment Biz Meeting Event



The poster features a central dark blue rectangle with the 'GMV 2018' logo. The 'GMV' is in white, with the 'V' having a red checkmark-like shape. '2018' is in white with gear-like details in the zeros. Below the logo, it lists event activities: 'Exhibition | Conference | Biz meeting | Startup IR | Seminar |'. The background is decorated with white line-art icons representing various technologies: a computer monitor with a video call, a hand pointing at a screen, a satellite dish, a globe with social media icons, and various mobile devices. Text labels like 'M2M (IoT)', 'Mobile & Network', 'MR/VR/AR', 'Multimedia', and 'Machine Learning (AI & Big Data)' are interspersed among the icons.

GMV
2018

| Exhibition | Conference | Biz meeting |
| Startup IR | Seminar |

www.gmv.or.kr

October 10 ~ 12, 2018
AT Center, Seoul

“IT Biz Globalization. Find your match at *GMV 2018!*”

GMV 2018 celebrates its 11th anniversary and continues to pursue its vision of “**supporting the globalization of IT businesses**”. Recently, we can witness a new trend of the 4th Industrial Revolution (Industry 4.0), which stimulates the integration of IT with other industries. We are confident that **GMV 2018 will provide businesses with the tools necessary to successfully “biz” through this crucial window of opportunity**. Make sure to keep an eye out for the upcoming IT exhibitions, and we greatly appreciate your continued interest and support for GMV 2018!

ICT Business Office, Korea Trade-Investment Promotion Agency (KOTRA)

Event Information

- **Title** **GMV 2018**
- **Dates** October 10 ~ 12, 2018 (Wednesday ~ Friday)
- **Venue** aT Center, Seoul
- **Hosted by**  Ministry of Science and ICT  Ministry of Trade, Industry and Energy
- **Organized by**  kotra Korea Trade-Investment Promotion Agency
- **Fields** Mobile&Network, MR(VR/AR), Machine Learning&AI
M2M(IoT), Smart Factory, Fintech&Security, Mobility
- **Main Events** Exhibition / Conference / Biz Meeting / Startup IR / Seminar
- **Website** www.gmv.or.kr
- **Contacts** gmvs@kotra.or.kr
knkim@kotra.or.kr, +82-2-3460-7467

Main Events

- **Exhibition** Watch and explore as 250 leading IT industries world-wide proudly display their innovative technology, products, services and contents!
- **Conference** Participate in the discussion of recent IT industry trends and future strategy
- **Biz Meeting** 200 extraordinary buyers invited by KOTRA create the optimal business atmosphere for IT leaders’ business meeting event!
- **Startup IR** Showcase of IT startups and IR opportunities, accompanied with consulting provided by recognized VCs and accelerators
- **Seminar** Learn more about the latest world-wide IT projects and gain in-depth knowledge of contemporary issues



[Conference & Seminar]

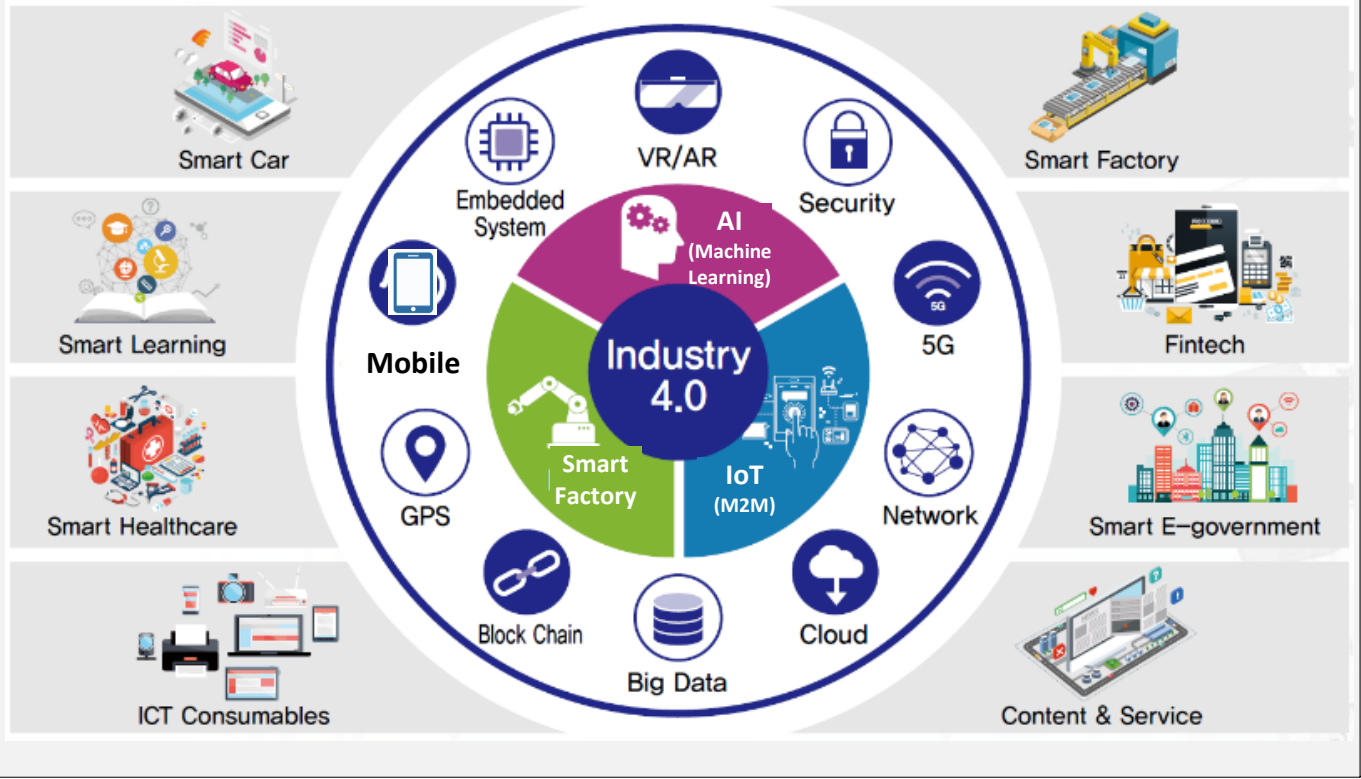


[Exhibition]

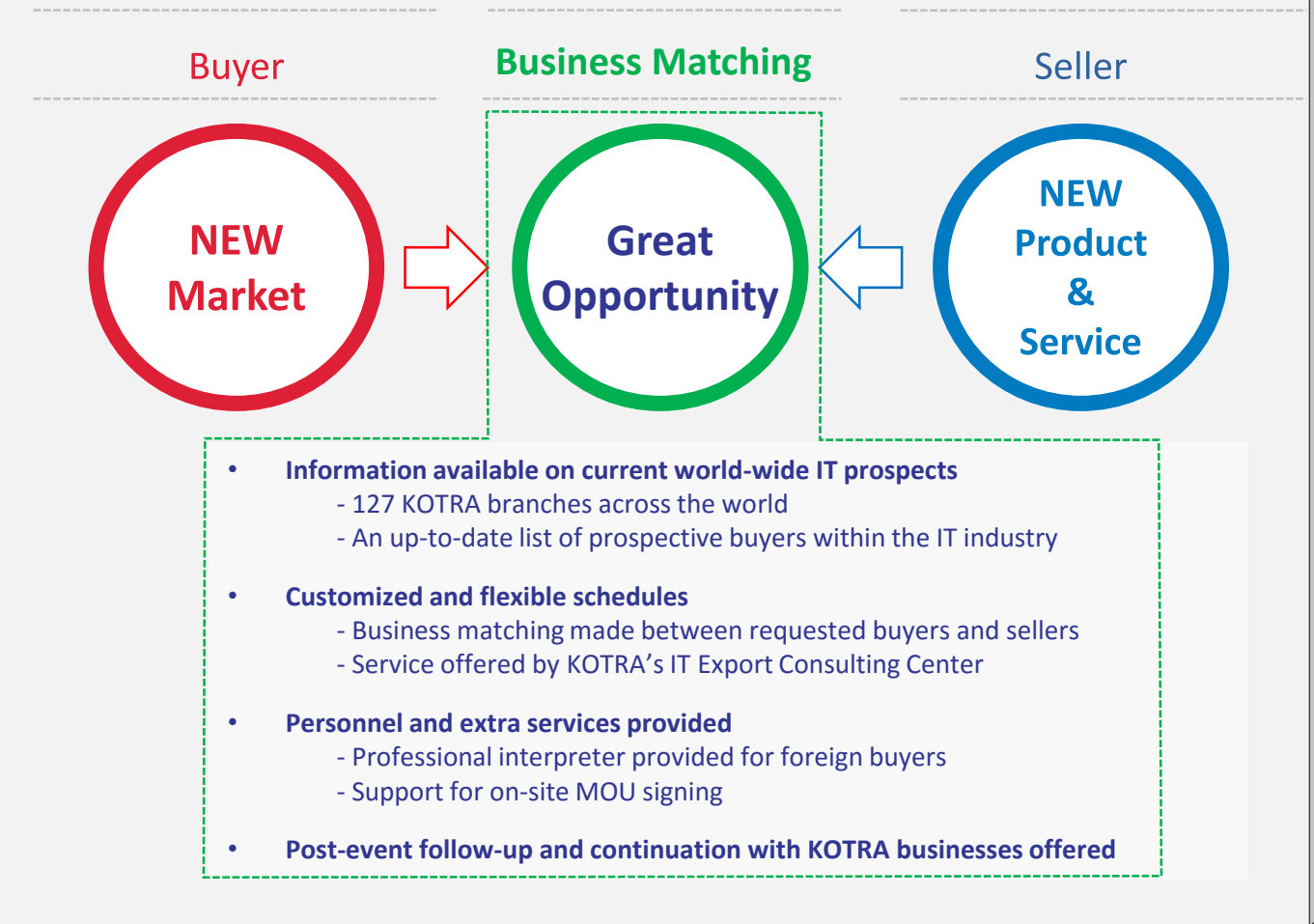


[MOU ceremony]

Exhibition Fields



Business Matching hosted by KOSTA



As a B2B exhibition, GMV has its focus set towards a specific goal: Contracts! *GMV 2017* oversaw 13 successful on-site MOUs and one fully signed contract, **all within the duration of the exhibition**, and more afterwards. As such, KOTRA thrives behind the scenes **to stimulate the participation of resourceful IT investors, and to provide invaluable biz meeting opportunities on the spot.** *GMV 2018* is no exception! We expect over 200 buyers across the world to participate and offer valuable insight, something you wouldn't want to miss!

GMV 2017 Statistics

The # of B2B meetings

1,431



Total quotation negotiated in biz meetings

\$790M



Official buyers/ VCs participated

209



Total exhibitors

202



Intention to return for next year's event

80%



Business visitors

10,760





GMV 2017 Participants - Buyers

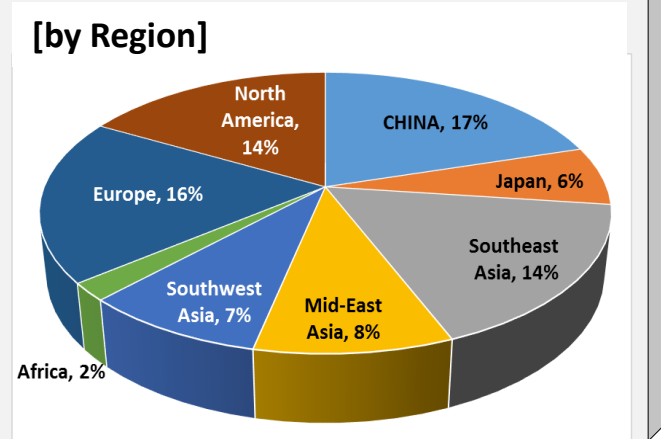
[Notable Buyers]











GMV 2017 Participants - Businesses

[Participating Businesses]

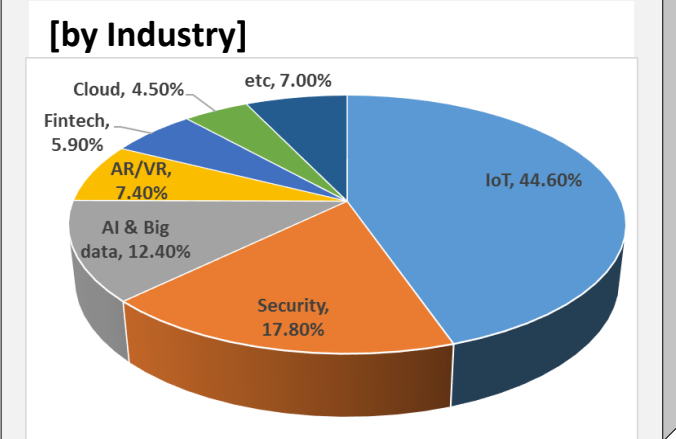












Unique Events at GMV



[Fintech Seminar]



[Korea-U.S. CyberSecurity Industry]



[Hands-on Exhibition of VR/AR Contents Creation]



[Youth Dream JOB Concert]




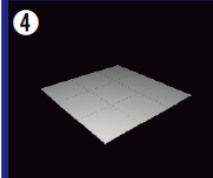
GMV welcomes a diversity of IT related events through internal and/or external collaboration.

GMV embraces collaboration opportunities for support of various programs such as third-party hosted seminars, forums, job-fairs, hands-on exhibition and industry/products PR events, etc.

How to Participate in GMV 2018

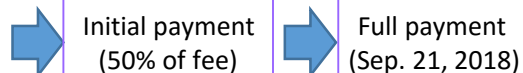
Exhibitors (Including Startups)	<ol style="list-style-type: none"> ① Visit the <i>GMV</i> website at www.gmv.or.kr ② Click on “Exhibitor Registration” ③ Fill out and submit the online form ④ If applicable, fill in desired customer  Exhibitor Registration	<p>Deadline: April 2018 20% Discount on pre-order</p>
Business Meeting  Operated by KOTRA, Government Agency	<ol style="list-style-type: none"> ① Visit the <i>BuyKorea</i> website at www.buykorea.org ② Login with the KOTRA ID ③ Register and/or update selling products ④ Business Events > “GMV 2018” > Register ⑤ Apply for consulting ⑥ Choose desired consultant from list of customers 	<ul style="list-style-type: none"> - Apply for KOTRA ID at www.kotra.or.kr - Open to exhibitors only
Normal Attendees	<ol style="list-style-type: none"> ① Visit the <i>GMV</i> website at www.gmv.or.kr ② Click on “Exhibition Attendee Pre-registration” 	<p>Free Entrance for pre-ordered attendees</p>
Conference	<ol style="list-style-type: none"> ① Visit the <i>GMV</i> website at www.gmv.or.kr ② Click on “Conference Attendee Pre-registration” 	<p>500 Seats available on a first come, first serve basis</p>

Exhibition Booth Types

1. Standard	3m x 3m Shell scheme pkg. & sign board Info. Desk, Meeting table, 4 Chairs		\$2,300.00 - 20% discount for pre-order registration by End of May.
2. Premium	3m x 3m Booth(Block Frame) & sign board Carpet, billboard lighting Info. Desk, Meeting table, 4 Chairs		\$3,000.00 - 20% discount for pre-order registration by End of May.
3. Start-ups	3m x 1.5m Stand Booth(Block Frame), Back wall Table, 2 Chairs		\$700.00 - Start-up only
4. Space Only	3m x 3m Exhibitors are responsible for booth design and construction.		\$1,300.00 - Build your own booth - Interior agency list (www.at.or.kr)

Payment Instructions and Important Dates

- Pre-order discount: Complete payment by May 31, 2018
- Booth order: Complete payment by Aug. 17, 2018



- Preliminary meeting : Sep. 7, 2018
- Documents/data in by : Sep. 14, 2018
- Release of booth layout : Sep. 28, 2018

Account No. : Woori Bank 189-01-125958
Pay to : KOTRA

Pre-order Discount

20%

Ends on May 31

Type of Booth	Regular Price	W/ 20% Discount
Standard	2,300.00	1,840.00
Premium	3,000.00	2,400.00
Start-up	700.00	560.00
Space Only	1,300.00	1,040.00

[Unit : USD, VAT included]

KOTRA

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GMV 2018 Committee
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