

KOREA IMPORT GOODS FAIR

18th

Import Goods Fair 2021

2021. 7. 22 (Thu) ~ 24 (Sat)

COEX C 1, 2 Hall

Organizer **KoIMA** Korea Importers Association

Sponsor



Ministry of Trade, Industry and Energy



Ministry of Foreign Affairs

kotra

Korea Trade Investment Promotion Agency



Korea International Trade Association

Foreign Embassies in Korea

KOREA IGF IMPORT
GOODS
FAIR



The Most Fascinating Trade Show in the Korean Market

IMPORT GOODS FAIR

KOIMA has organized the Import Goods Fair (IGF) annually since 2003. The IGF has been successfully designed and hosted with the support and participation of the Ministry of Trade, Industry, & Energy, and Korea Trade-Investment Promotion Agency (KOTRA) as well as many foreign embassies in Korea.

The IGF is intended to help foreign manufacturers and suppliers by providing opportunities to introduce and advertise their famous brands and quality products to Korean importers and consumers. There you can encounter the world's most promising goods and multitude of cultures together in one place, providing you a doorway to the Korean Import market.

At the exhibition, there will be food & beverages, handicrafts, cosmetics, and household items-including kitchen appliances & home decoration. Moreover, many superior domestic firms will participate, and many events will be prepared, such as seminars given by distribution experts, a trade policy session presented by the Korean Government, and much more.

The IGF is a showcase for many firms capable of not just leading development of the Korean import market, but also revitalizing domestic and global economies.

Therefore, firms which are interested in establishing new networks and creating substantive marketing effects are strongly encouraged to participate.



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**As an only import-oriented exhibition in Korea,
the Import Goods Fair is the bridgehead for foreign
countries to enter Asian market**
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**Korea's import market ranks the 9 in the world
with trade volume around 500 billion dollars**



FAIR
Room



KOREA IMPORT GOODS FAIR



Previous IGF REPORT

We were with 80 Participating Countries,
200 Companies and 16,271 Visitors.

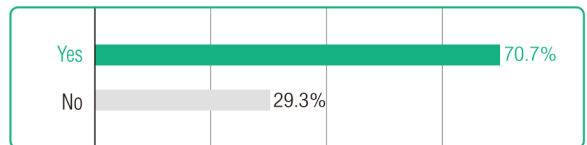
1 Daily Visitor Status

Research contents	Number of respondents	Ratio
2019-6-27	4,893	30.1%
2019-6-28	4,913	30.2%
2019-6-29	6,465	39.7%
Total	16,271	100.0%



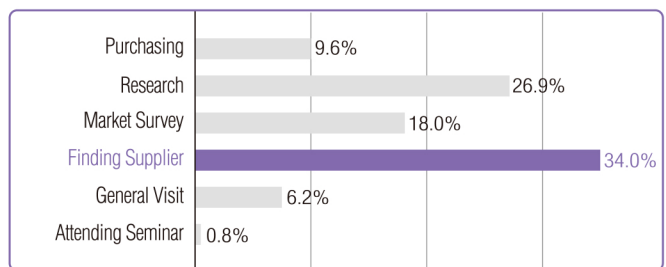
2 Doing Import Business currently?

Research contents	Number of respondents	Ratio
Yes	11,500	70.7%
No	4,771	29.3%
Total	16,271	100.0%



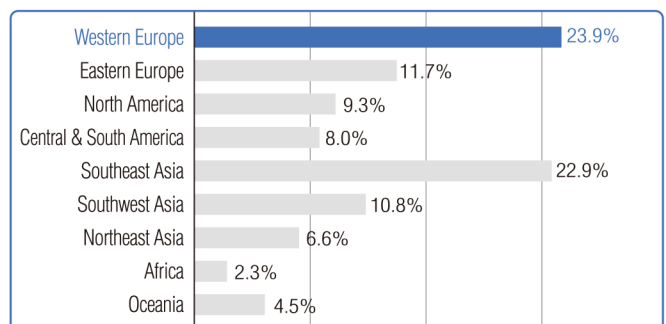
3 Purpose of Visit

Research contents	Number of respondents	Ratio
Purchasing	1,558	9.6%
Research	4,369	26.9%
Market Survey	2,927	18.0%
Finding Supplier	5,540	34.0%
General Visit	1,011	6.2%
Attending Seminar	124	0.8%
Others	742	4.6%
Total	16,271	100.0%



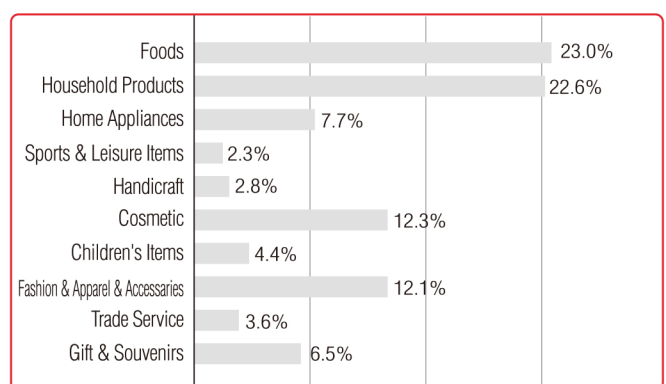
4 Countries of Interest

Research contents	Number of respondents	Ratio
Western Europe	4,580	23.9%
Eastern Europe	2,251	11.7%
North America	1,773	9.3%
Central & South America	1,535	8.0%
Southeast Asia	4,381	22.9%
Southwest Asia	2,067	10.8%
Northeast Asia	1,267	6.6%
Africa	449	2.3%
Oceania	855	4.5%
Total	19,158	100.0%



5 Business Field of interests among visitors

Research contents	Number of respondents	Ratio
Foods	4,087	23.0%
Household Products	4,017	22.6%
Home Appliances	1,368	7.7%
Sports & Leisure Items	412	2.3%
Handicraft	492	2.8%
Cosmetic	2,190	12.3%
Children's Items	789	4.4%
Fashion & Apparel & Accessories	2,158	12.1%
Trade Service	644	3.6%
Gift & Souvenirs	1,150	6.5%
Others	476	2.7%
Total	17,783	100.0%




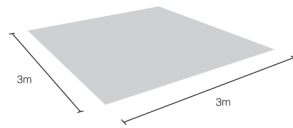


**We, Korea Importers Association,
wish you great success in your
access and expansion into the Korean market**

Exhibition Overview

Period	July 22(Thu) – 24(Sat), 2021 (10:00-17:00)
Venue	Hall C 1, 2, COEX, Seoul Korea
Scale	200 booths
Items	Food & Beverage, handicrafts, cosmetics, Children's items, Home decoration, Jewelry & accessories, Sports & leisure items, Electric & electronic appliances, Daily necessities, Trade & travel service etc.
Event	B2B 1:1 meeting etc, Korea's Trade(Import) policy session
Organizer	Korea Importers Association(KOIMA)
Sponsor	Ministry of Trade, Industry and Energy(MOTIE), Korea Trade Investment Promotion Agency(KOTRA) Korea International Trade Association(KITA) Foreign Embassies in Korea

Booth Fee

Booth Type	<div>Basic</div> 	<div>Space Only</div> 
Price	US\$ 2,800/9m ²	US\$ 2,300/9m ² Minimum US \$9,200/36m ²
Complimentaries	1 Information Desk, 1 Folding Chair, 3 Spotlights, Chairs:4 Power Outlet(1KW), Fascia Board, Carpet, Walls, Round Table ※ The booth is designed in 9m ² per unit	Not available

Discount Rate

Booth fee	US \$ 2,800 / 9m ²	Basic
Early Bird	By Dec. 31, 2020	20%DC
Group	4~9 booth	10%DC
	10~19 booth	15%DC
	More than 20 booth	20%DC

Application Info.

Deadline : May. 31, 2021
How to apply : submit the completed application

By online	igf@koima.or.kr
By Fax	82-2-749-1832
By E-Mail	igf@koima.or.kr / www.igf.co.kr

Settlement Instruction

Bank Account	180-007-121524 Shinhan Bank
Beneficiary	Korea Importers Association (KOIMA)
Swift Code	SHBKRRSE



KOREA IGF Secretariat

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