

Millions of New Technologies, Unlimited Potentials

# KOAA 2007 show

All about Automotive Industry



**Sept . 17-20 , 2007 KOREA**

Hosted by The Ministry of Commerce,  
Industry and Energy,  
Gyeonggi provincial Government

Organized by AIN global in cooperation with  
SAE International, IMAG

**[www.koaashow.com](http://www.koaashow.com)**



## Outline

Sponsored by the Korean Government, KOAAshow 2007 will be held Sept. 17-20 at KINTEX as the largest automotive exhibition in Korea

KOAAshow will provide an excellent opportunity to penetrate into the Northeast Asian Market that occupies 33% of the world vehicle production

Period            Sept. 17~20, 2007  
 Venue            KINTEX  
 Scale             400 Exhibitors / 16,000sqm(172,221sqf)  
 Organizers       AIN global in cooperation with SAE International(U.S.A.) and IMAG(Germany)

\* Autotronics 2007, automotive electronics exhibition, will be concurrently held with KOAAshow 2007 and Repair & Maintenance Section will be operated separately



### ▶ Parts & Components, Module/System, Tires & Wheels

Engine equipment, Air/Fuel Management, Fuel Handling and Evapo system, Exhaust System, Valve Train, Starting and Ignition Equipment, Clutch, Transmission, Axle, Differential, 4WD, Steering, Suspension, Damper, Road Wheel, Brake, Vehicle Dynamic Control, Body Equipment & Accessories, Heater, Ventilator, Air Conditioner/ Purifier/ Duct, Mechanical Elements, Small Components, General Commodities, Materials, Climate Control, Tires & Wheels, Automobile Replacement Parts



### ▶ Maintenance, Gas Stations, Services

Inspection Equipment, Maintenance Equipment & Tools, Tires Fitting, Facilities and Services, Compressor, Toolbox, Equipment and Systems for Automotive Painting, Corrosion Protection & Body Repair, Service Station Facilities, Car Washing Equipment, Car Clearing Products, Petroleum Products, Lubricants and Care Products, Auto Insurance, Car Leasing/ Loans, Car Rentals, Annual Car Inspections, Driving Schools, Educational System, Service for Automotive trade, Other Service



### ▶ Accessories, Tuning

Tuning Components, Car Options, Car Interior and Decorative Items, Racing Gear, Car Trailer and Parts, Performance Lines & High-line, Add-on Components for Personalization, Tune-up Facilities & Equipment, Helmet/ Shoe/ Suit/ Glove for Motorcycle, All kinds of accessories for Vehicle, Chemical Components & Additives



### ▶ Machinery, Technologies

Engineering Tool & Service, Product Machinery & Service, Computer Hardware & Software, Other Parts, Engineering and Advaned Technology, Information Technology, etc.

● **Concurrently held with **AUTO TRONICS 2007****

“ From Auto-Mechanics To Auto-Electronics ”



**Co-Location**

At the same time  
Sept.17~20

At the same place  
**KINTEX**

**AUTO TRONICS 2007**

**KOAAshow 2007**

**AUTO TRONICS 2007**

- ▶ Automotive Electric/ Electronic Components & System
- ▶ Multimatics and Multimedia System for Automobile
- ▶ Services including Information & Entertainment





## ◆ Why KOAAshow

### 6 reasons to participate in KOAAshow 2007

#### 1. Korea with excellent logistics in Northeast Asia

- Korea, China and Japan occupy 33% of the world car production
- They also enjoy 10% of high growth in the automotive industry
- Korea is very important to penetrate into the Northeast Asian market
- Korea itself has an excellent automotive industry

#### 2. Korean car makers are expanding outsourcing

- The relationship between car makers and parts suppliers is disintegrating to improve competitiveness
- Car makers are expanding their sourcing from overseas market

#### 3. Market opening trend in Korean automotive industry

- Active talks about FTA with USA, EU, China and Japan recently
- Price competitiveness of foreign brands in Korea due to lowered duties
- Population of imported cars is soaring recently
  - Increasing more than 30% of imported car registration every year
  - Market share of imported cars expected to be at least 15% in 2-3years
- Demand for aftermarket parts and accessories is rapidly increasing

#### 4. KOAAshow is a business oriented exhibition

- Important annual event for purchasing departments of Korean car makers and the buyers of Korean Tier 1 companies to participate in KOAAshow
- We will organize matchmaking business meetings between exhibitors and Korean buyers

#### 5. Foreign exhibitors are growing

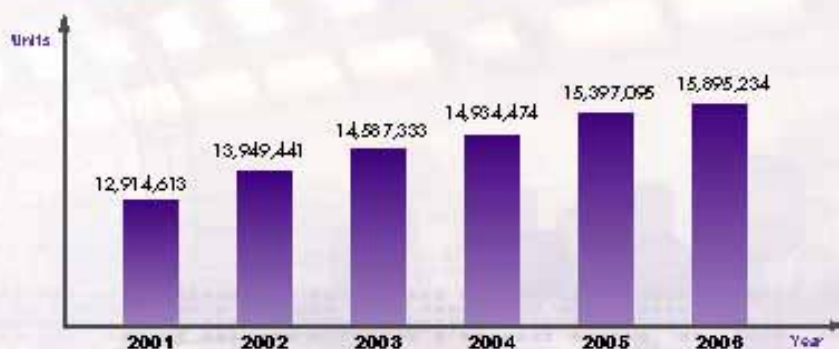
- 56 exhibitors in 2004 → 90 exhibitors in 2006 → 110 exhibitors (estimated) in 2007

#### 6. The largest automotive exhibition in Korea

- The largest in Korea in terms of number of exhibitors and visitors
- The only exhibition sponsored by the central government, as well as several local governments

## ● Statistics of Korean Automotive Industry

### ■ Registration of Cars in Korea



### ■ Auto Service Places in Korea

Classification	Auto Repair Shop	Gas Station	Parking Area
Units	33,082	11,933	503,864

### ■ Registration of Imported Cars

Total	224,765
Made in Germany	99,571(44.3%)
Made in Japan	41,627(18.5%)
Made in U.S.A.	40,011(17.8%)
Others	43,556(19.4%)

## ● KOAAshow Participation

**Participation Fee (Based on 1 booth = 12sqm)**

Type	Shell Scheme	Space only
Fee	US\$2,800	US\$2,400

### How to Participate?




### Inquiries

Exhibition Team of AIN global

- [koaashow@koaashow.com](mailto:koaashow@koaashow.com)
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백만가지 신기술  
백만가지 가능성

KOAA Show 2006  REVIEW

**Exhibitors**

307

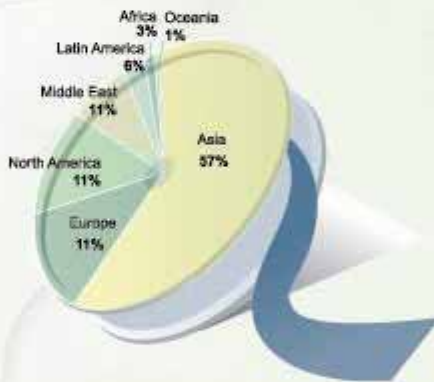
- 90 foreign exhibitors from 10 countries

**Visitors**

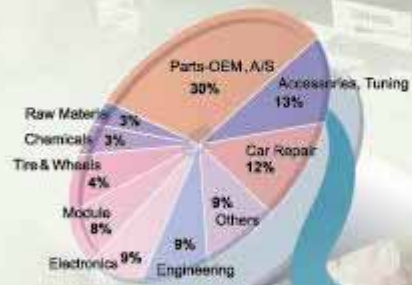
12,488

- 1,074 foreign buyers from 74 countries

**Foreign Visitors from Continents**



**Interest Field of Visitors**



www.autotronics.co.kr

# AUTO+ TRONICS 2007

From Auto-Mechanics To Auto-Electronics

**Korea Automotive Electronics Show**

**Sept . 17~20, 2007**

## Product Groups

### Automotive Electronic Components & Control System

Semiconductors, Sensors, Connectors, ECU, Actuator, etc.  
Engine, Powertrain, Vehicle Stability & Body Control System,  
Cables & Harness

### Multimatics and Multimedia System

Navigation, Displays, GPS, DMB, DMB Phone, A/V System, etc.  
New Technologies, New Products and Creative Items

Services including Information & Entertainment



*AIN global*