

16 - 18 OCTOBER, 2024

KINTEX

## Post Show Report



Korea



Opportunity of entering global market



Autoparts



Artificial Intelligence & Autonomous driving



GPS, Gas hydrogen, GDI



Truck & Bus



Testing equipment

## [PROFILE]

The 21<sup>st</sup> Korea Auto Industry & Global TransporTech (KOAA·GTT SHOW 2023)

- ▶ Date: 16-18 October 2024
- ▶ Venue: KINTEX1, Hall2
- ▶ Organizers: AIN Global, Kotra

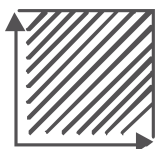
## [HISTORY]

- ▶ 2004: First Opening -> 20 times in 2023, The longest-running show in Korea
- ▶ 2017: Joint Hosting with 'Global TransporTech(GTT)' organized by Kotra
- ▶ 2020~: Combined Exhibition as 'KOAA·GTT SHOW'
- ▶ 2023~: Jointed Exhibition with Tool and Metal industry



## FACT SHEET

Space



8, 625m<sup>2</sup>

Exhibitors



189, 7 countries  
 - Korean 104  
 - Overseas 85

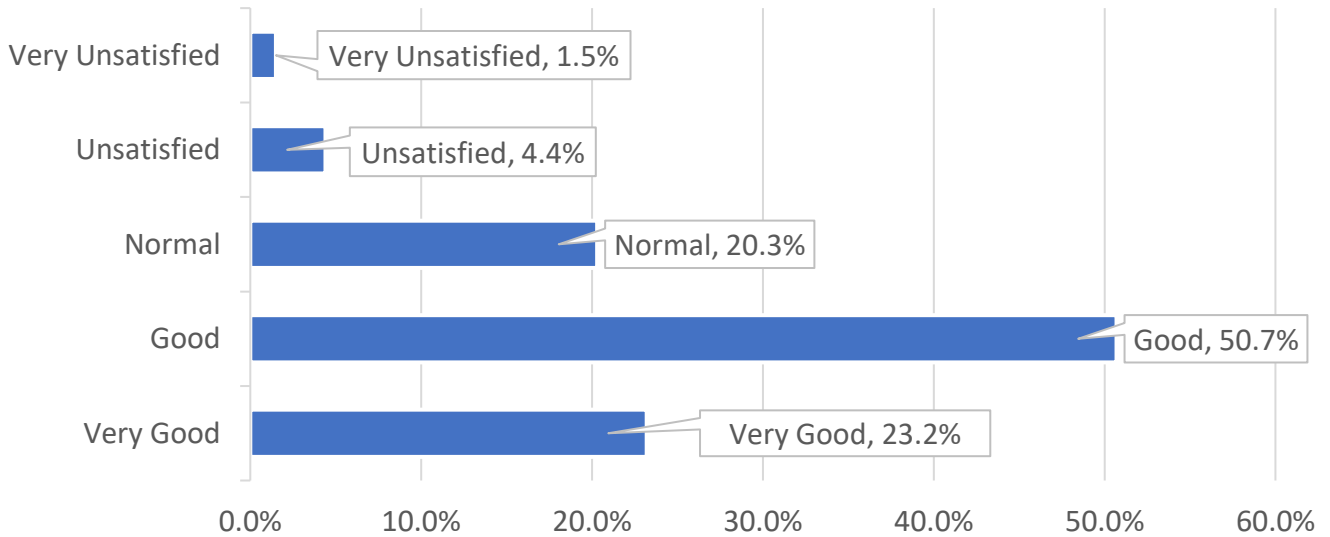
Visitors



5,326  
 - Korean 4,886  
 - Overseas 440

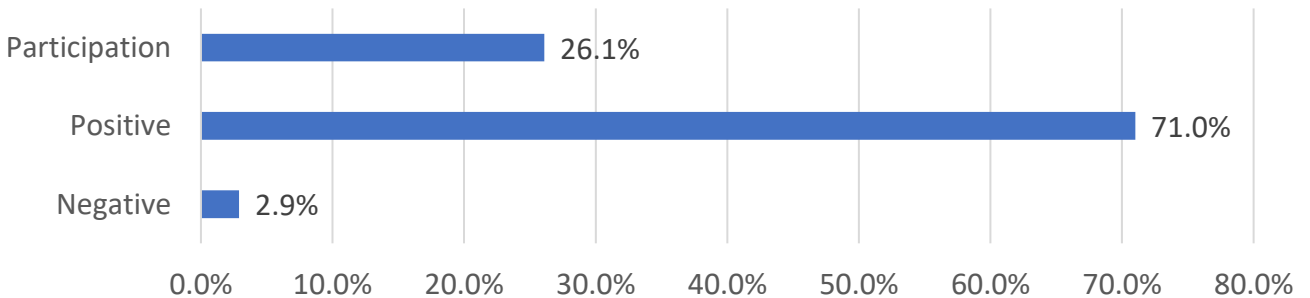
## Satisfaction

## Re-participation in 2024



74% of the participants selected “Very Good” or “Good”

## 2025 Re-Participation



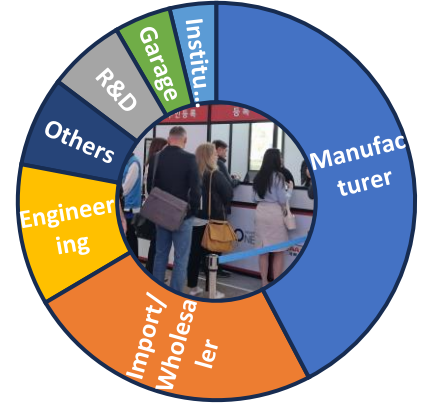
Regarding to the participating again next year, 97% expressed that they plan to re-participate or positively consider re-participation.



The total number of visitors at the 2024 show was 5,326 and came from 48 countries.

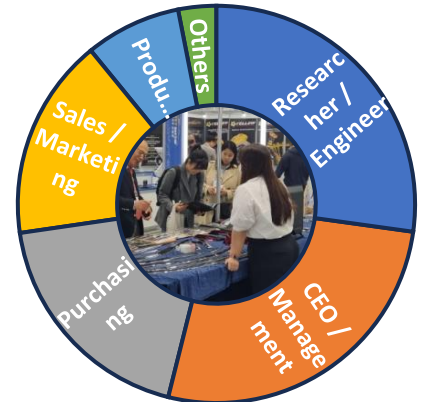
## Classified by Industry

● Manufacturer: Auto markers, Tier 1~3, etc.	42.3%
● Import/Wholesaler: On-offline Distributors	24.2%
● R&D	6.3%
● Engineering: Production and Testing	11.5%
● Garage	4.6%
● Institute/Association	3.8%
● Others: Press, Transportation, Leisure Facility	7.3%



## Classified by Job

● Researcher / Engineer	27.2%
● CEO / Management	26.7%
● Purchasing	18.8%
● Sales / Marketing	16.4%
● Production / Q.C	7.8%
● Others	3.1%



## Purpose of Visit

● Market Research	36.7%
● General Visit	21.6%
● Purchasing	28.9%
● Others	4.6%
● Promotion	4.7%
● Conference	3.5%

