

IAE

International Agriculture
Exhibition 2019, KOREA

Oct. 17 (Thurs) - 27 (Sun), 2019

Jeollanam-do Agricultural Research and Extension Services



2019 IAE
International Agriculture Exhibition **KOREA**

Agriculture Changes the World

Contents

3	4
Outline	Why Attend
5	6
Composition	Benefits
7	8
Register	Report of IAE 2017
10	11
WHY JEONNAM!	Access



OUTLINE

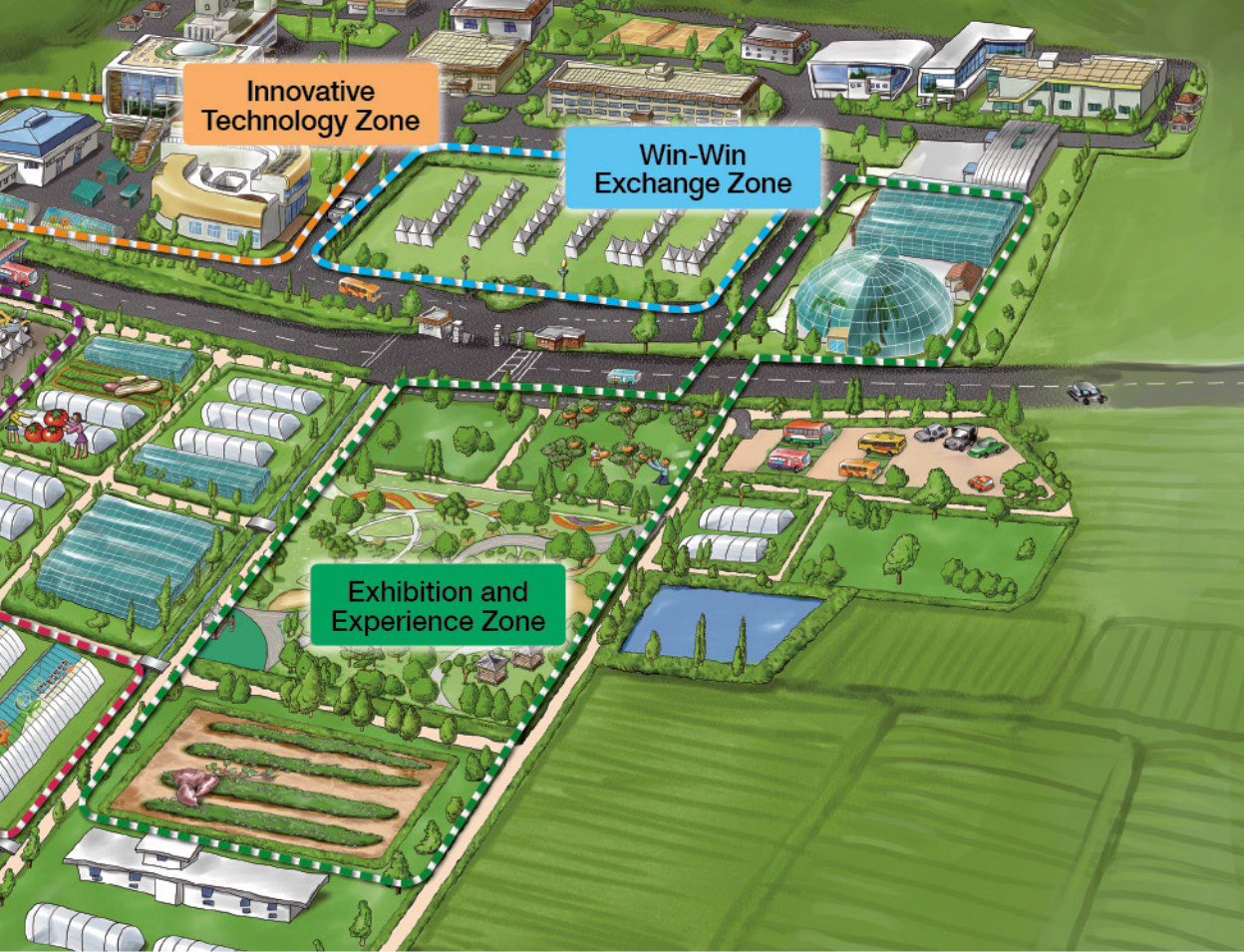
- **Title** International Agriculture Exhibition 2019
Approved by the Korean Government
- **Theme** Agriculture Changes the World.
- **Period** October 17(Thurs) - 27(Sun), 2019 for 11 days
- **Venue** Jeollanam-do Agricultural Research & Extension Services
(Sanpo-myeon, Naju-si, Jeollanam-do, Korea)
- **Host** Jeollanam-do Province
- **Organized by** Jeollanam-do International Agriculture Exhibition,
Consumer and Supplier Organizations and Companies
- **Scale** 380 Participants from 20 Countries, 450,000 Visitors
- **Main Events** Agricultural Technology Exchange Festival
[Business, Exhibitions, Seminar, Activities and Events]
- **Sponsors** Agriculture-related Organizations and Institutions incl.
Ministry of Agriculture, Food and Rural Affairs.
Korea Rural Community Corporation.
Rural Development Administration.
National Agricultural Cooperative Federation



WHY ATTEND

★ Agriculture Festival combines Interactive Business

- **The Leading Agricultural Exhibition** in Korea with a 17-year history and heritage
- **Ideal Place to Share Cutting-Edge Technologies** across the entire field of agriculture
- **Integrates** various farming-related business, exhibitions and events
- **Expert-led Education Sessions and Abundant Networking Opportunities**
 - Hosted by Korea Ministry of Agriculture, Food and Rural Affairs.
 - Rural Economic Institute. Jeollanam-do Agricultural Research & Extension Services.
 - Rural Development Administration. Korea Rural Community Corporation.
- **Special Events**
 - International agricultural venture show
 - Agri-tech invention competition
 - International agriculture art exhibition
 - Female farmers' concert
 - Harvesting experience event, etc.



COMPOSITION

• Women in Ag Zone

- Head Family Culture Hall / Women in 6th Industry Hall / Young Farmers Hall / Governmental Bodies(Local, Regional, National)

• Exhibition and Experience Zone

- Agriculture Art Hall / Subtropical Plant Hall / Animal Farm / Harvesting Experience Hall

• Win-Win Exchange Zone

- Programs by farmers' organizations including farm village experience program
- Programs by consumer organizations and social enterprises including iCOOP Korea

• Innovative Technology Zone

- Advanced Technology Hall / Domestic & overseas technology exchange seminar

• Promotion and Sales Zone (Business Zone)

- Agricultural equipment and materials market
- Smart farming conference hall

※ The schedule may vary depending on the circumstances of Exhibition Secretariat





BENEFITS

- **Opportunity to Participate the Export Fair**
 - Invitation of desired buyers for licensing meeting through pre-application
 - Interpreting service is available
 - Pre-scheduled 1:1 business matching service
- **Support for Domestic and International Promotion**
 - Online promotion website, social media, news releases
- **Opportunity to Attend Academic Events & Making New Industry Connections**
 - Explore Innovation, Inspire and Grow your business
- **Chance to Share Agricultural Technologies**
with Jeonnam Agricultural Research & Extension Services
 - Supporting technologies to expand business to the B2B market
 - Chance to acquire information on advanced agricultural technologies
- **Cooperative Achievement with Major Government Agencies**
of Bitgaram City (Gwangju & Jeonnam Joint Innovation City)
 - Korea Rural Community Corporation. Korea Agro-Fisheries & Food Trade Corporation. Korea Rural Economic Institute. Food & Agriculture Officials Training Institute

REGISTER

• Independent Booths

- Provides exhibit space only to exhibitors

• Assembled Booths

- Provides regular booths for exhibitors' convenience by the organizers
- Walls, signboards, side pillars, flooring, info-desk 1 set, round table 1 set, electric outlet (1kW, 3-Outlet)



Independent booth example



Assembled booth example
(design and layout can vary)

• Booth Usage Fees (not including VAT)

Classification				Unit Price
Booth	Independent booth			USD 1,000 / booth
	Assembled booth			USD 1,800 / booth
Additional facilities (optional) ※ Installation and usage fees included	Electricity	Daytime Only	Single Phase 220V or Three Phase 380V	USD 35 / kW
		24 Hours		USD 45 / kW
	Internet (wired)			USD 100 / port
	Water Supply			USD 250 / unit

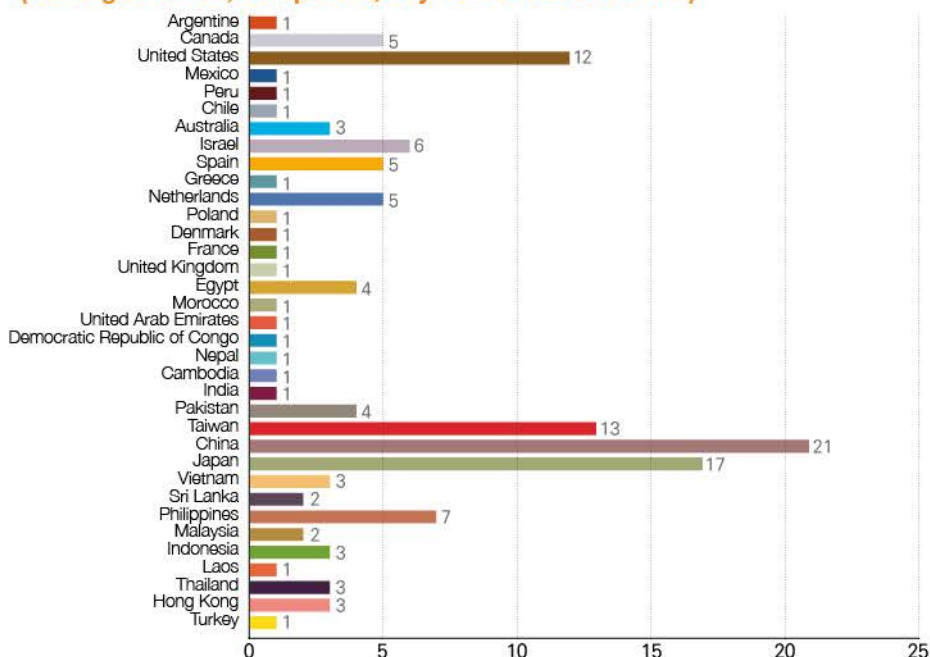
※ Electricity supplied at no extra cost: 1kW



REPORT OF IAE 2017

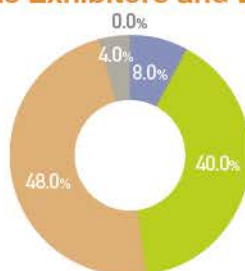
• International Participants

(135 organization, companies, buyers from 35 countries)

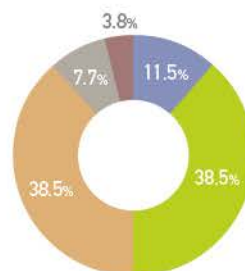


• Survey of Overseas Exhibitors and Buyers

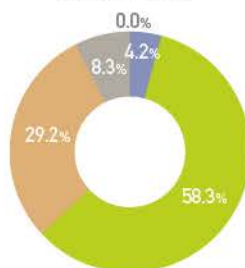
- Very satisfied
- Satisfied
- Fair
- Dissatisfied
- Very dissatisfied



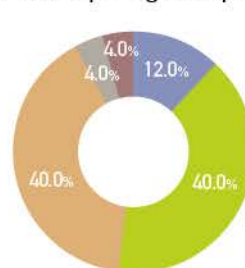
Satisfaction with Side Events



Satisfaction with the Number of Participating Companies



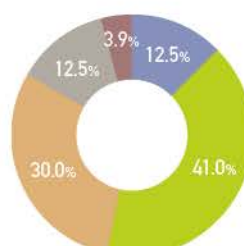
Satisfaction with the Exhibition Scale



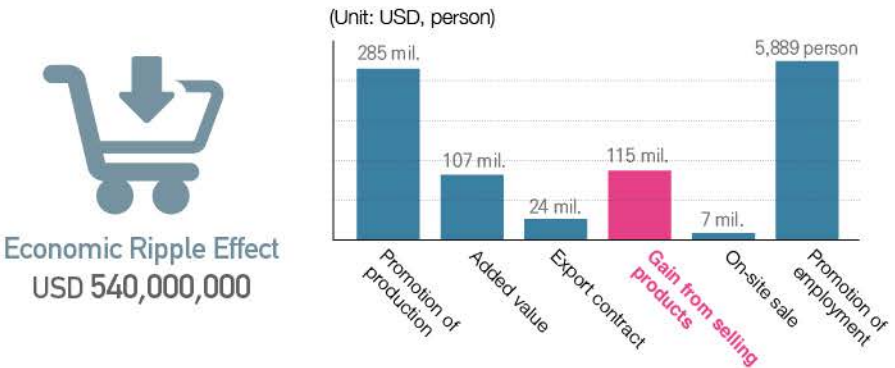
Satisfaction with Promotion of Enterprises through Exhibition

• Overall Evaluation

Classification	Percentage
90 to 100	11.6%
80 to 89	40.9%
70 to 79	26.8%
60 to 69	14.6%
Less than 60	6.1%
Total	100%



• **Economic Achievement 2017**



• **Exhibitors (490 company booths from 33 countries)**

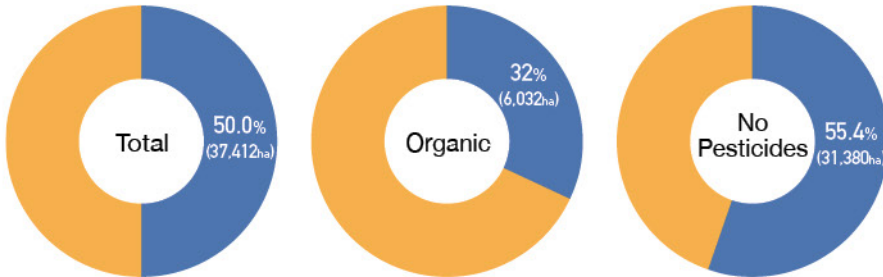
Classification	Main Participating Companies
Overseas Companies	<ul style="list-style-type: none">• Netherlands (MIFKO, VENTEX G&C), USA (CHAPUL), Mexico (MERCİ CORP)• Canada (C-FU FOODS), China (Panzhuhua group), Japan(Kochi group)• Israel (MIGAL INSTITUTE, DANZIGER INNOVATIONS, HARGOL FOODS)• Philippines (Organic food company group), Taiwan (Pintung group)
Domestic Companies	<ul style="list-style-type: none">• Agriculture-related organizations and institutions (MAFRA, Korea Seed and Variety Service, National Agricultural Cooperative Federation)• Major agricultural product export companies in Korea (Venture agricultural and strong small farm companies)• Agricultural equipment and materials companies (MS Aviation, Goldrone, KEIL, HAN'A SS, TopFruit)
Domestic Buyers	<ul style="list-style-type: none">• Hyundai Department Store, Lotte Mart, Good Store, Daesang Bestco, Pubic Homeshopping, GS SHOP, NFOOD MALL, TMON, OnChannel
Overseas Buyers	<ul style="list-style-type: none">• China (Alibaba), Egypt (TANTA MOTORS), Australia (TEA MASTERS ASSO.)

• **Education Conference (Total 1,530 participants from 14 countries)**

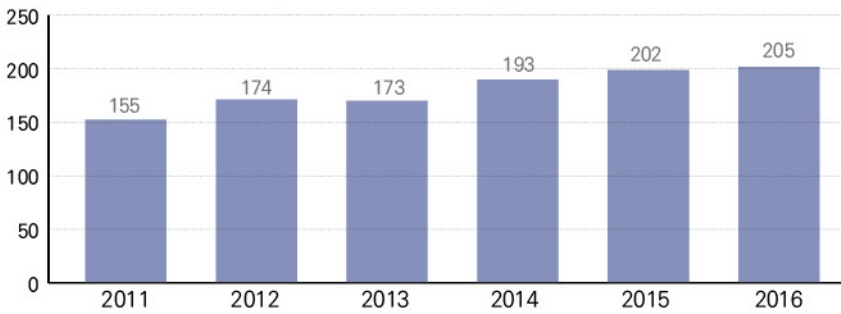
Classification	Main Contents
4 International Symposiums	Status of Global Agricultural Products Market and Promotion Plan for Gwangju and Jeonnam Agricultural Products Export (China, India)
	2017 Korea-Israel SMART AGRITECH Workshop (4 research institutes from Israel)
	The 1st International Insect Industry Symposium (Insect companies from USA, Mexico, Poland, Canada, Thailand and UN FAO)
	2017 Development Strategy for environment-friendly agriculture in Asia and Africa (Ministry of Agriculture and universities from Egypt, Congo, Pakistan, Philippines, Cambodia)
6 Domestic Seminars	6 seminars organized by Gwangju Meteorological Administration and Korean Society of Environmental Agriculture including Seminar on Climate Change Response and Agriculture and Energy Convergence

WHY JEONNAM!

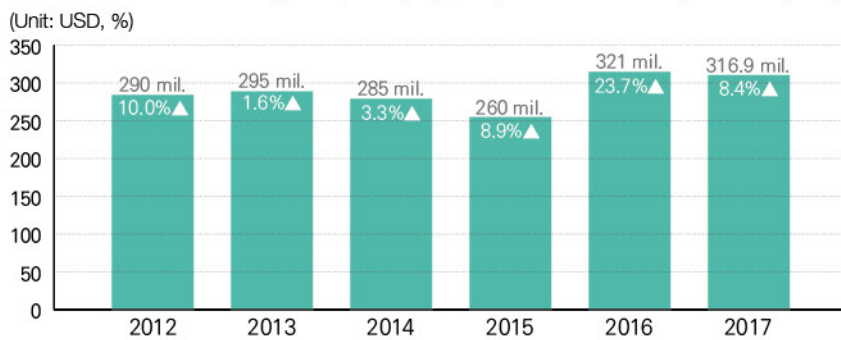
- Proven Eco-Friendly Space in Jeonnam Province compared to other areas in Korea (Based on the figure at 2016)



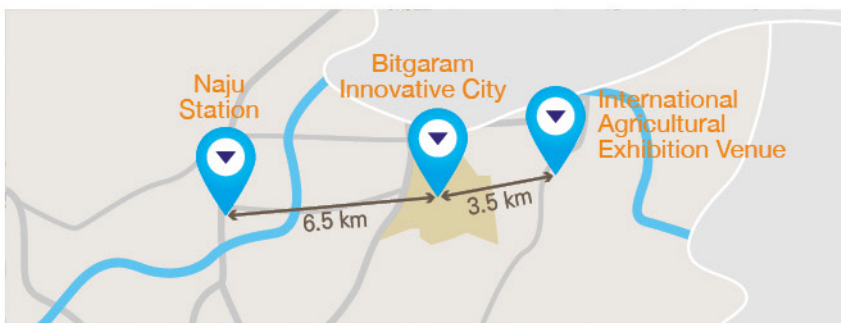
- Current Status of Increase of Organic Agricultural Materials Suppliers (freshwater snails, microorganism industry, organic fertilizers, etc.)



- Current Status of Export of 10 Agricultural and Fisheries Products in Jeonnam Province (pears, bell peppers, dried seaweed, abalone, etc.)



- Utilizing Exclusive Infrastructure of Agricultural Organizations in Bitgaram Innovative City





ACCESS

• By Airplane

Incheon Int'l Airport	40 mins	Gimpo Airport	50 mins	Gwangju Airport	17 km	IAE Venue
Muan International Airport	53 km					IAE Venue

• By Train

Yongsan Station	1 h 50 mins	Naju Station	12 km	IAE Venue
Yongsan Station	1 h 40 mins	Gwangju Songjeong Station	21 km	IAE Venue

• By Express Bus

Seoul	3 h 30 mins	Gwangju	20 km	IAE Venue
Busan	3 h 30 mins	Gwangju	20 km	IAE Venue
Seoul	4 hours	Naju	13 km	IAE Venue



JeollaNamdo



2019 IAE
International Agriculture Exhibition **KOREA**

International Agriculture Exhibition

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