Korea Truck Show is at the center of logistics & cargo transportation in Korea.
The Only Exhibition Needed and Wanted by Truckers in Korea!

Domestic Trend

01. Over 75% of cargo in Korea is transported by road.

02. As of 2017, cargo truck and other shares are increasing.

- Large cargo share increased from 8% in 2015 to 22.3% in 2017.
- Medium cargo share increased from 1% in 2015 to 7.4% in 2017.

Why We Join Korea Truck Show?

1. To purchase various products including brand-new products
   - One-stop market to show diverse new technologies and products.

2. To build network in truck industry
   - Business arena for those in special and commercial vehicle industry and truckers to exchange information.

3. To save time and cost
   - Time-saving and customized service through on-site purchase and hands-on information.

4. To understand industry and product trend
   - Grasp constant changes in domestic and foreign trends of special and commercial vehicle industry.

Build business platform to develop domestic and foreign markets

Meeting place for those in the industry and truckers

Commercial Cargo Vehicles Registered by Year

01. Road Pilot (Over 45,000 Members)
02. Yeongunmo (Over 49,000 Members)
03. Large Vehicle & Large Truck Owners' Club (Over 11,400 Members)
04. Large Bus & Truck Maintenance (Over 19,600 Members)
05. Bluebird Owners' Club (Over 28,000 Members)
06. FNS Camping Car (Over 6,500 Members)
07. Monster Korea (Over 18,800 Members)
Cargo, Logistics and Port City of Incheon

- World No. 50 and Korean No. 2 Container Port City of Incheon
- Incheon Port with All-Time High Container Throughput
- Home to the Largest Number of Registered Cargo Vehicles in Business and Industry in Korea
- Optimal Access to Airport and Best Infrastructure of Incheon Bridge Since 2009
- Various Industrial Complexes (National Industrial Complexes, Industrial Parks and Local Industrial Complexes)
- World No. 2 Air Cargo Throughput - Global Logistics Port City

48 national industrial complexes and industrial parks within a 30km radius
- National industrial complexes including Suwon, Seongnam, Osan, Ansan, Pyeongtaek, Icheon, Anseong and Yeoju
- Neighboring industrial parks around northwestern Incheon and entire Gimpo region
- Korea Export Industrial Complex
- Seoul Digital Industrial Complex, Incheon Namdong Industrial Complex, Banwol Special Industrial Complex (Shihwa and Ansan New Town)
KOREA TRUCK SHOW 2018

--- Overview

<table>
<thead>
<tr>
<th>Title</th>
<th>Korea Truck Show 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Thursday, November 8, 2018 - Sunday, November 11, 2018 / For 4 days</td>
</tr>
<tr>
<td>Venue</td>
<td>Songdo ConvensiA, Incheon</td>
</tr>
<tr>
<td>Hosts/Organizers</td>
<td>Korea Vehicle Manufacturers Association, Korean Auto–Vehicle Safety Association, Centum Fairs</td>
</tr>
<tr>
<td>Sponsors</td>
<td>Land Infrastructure and Transport Committee, Ministry of Land, Infrastructure and Transport, Incheon Metropolitan City, Incheon Free Economic Zone Authority, Korea Transportation Safety Authority, Korea Expressway Corporation, Songdo ConvensiA, Incheon Convention Visitors' Bureau, Korea Automotive Technology Institute, Korea Automobile Parts Association, Jeonbuk Institute of Automotive convergence Technology, Jeonbuk Technopark, Chungbuk Technopark, Jeonbuk Special Vehicle Industry Development Council, Korea Automobile Maintenance Association, Korea Trucking Association, Korea Commercial Vehicles Industry Association, Korea Trucking Association Credit Union, Korea Cargo Transport Workers Union, Korea Delivery Trucking Association, Korea Freight Forwards Association (tbd)</td>
</tr>
<tr>
<td>Overseas Partner</td>
<td>Japan Truck Show</td>
</tr>
</tbody>
</table>

--- Concurrent Events

- Opening Ceremony and Luncheon
- New Product & Technology Presentation
- Truckers’ Night (Reception)
- Korean Auto–Vehicle Safety Association
- Foreign Buyer Business Matching
- Inter Truck Summit
- Trucks & Commercial Vehicle Design Contest & Award
- Truck Tuning and Maintenance Competition
- Truck Simulation

※The details are subject to change.
Exhibits

**Truck · Dump · Cargo**
- Truck: 11~25t Truck, Dump, Cargo, Wing body, Mixer, Box truck, Monster truck, Pick-up truck, etc.
- Tractor: Agricultural, Forestry, Industrial and Military purposes

**Special Vehicle · Trailer**
- Special cargo vehicle: Large special cargo vehicle, Vibration-free vehicle, Heated boxcar, etc.
- Special vehicle: Tow, Fire engine, Ambulance, Rescue, Snowplow, Welfare van, Medical car, Broadcasting, Signal measuring car, Stage setting car, Generator, High place operation car, Garbage truck, Road sweeper, Sprinkler, Pump, Dredger, Food truck, Crane, Tank lorry, Trailer, ladder, etc.

**Electric truck · Autonomous driving & IoT&ICT**
- Self-driving technology & solution, IoT connectivity, LTE-based IoT solution, IoT, GPS, Navigation system, Black box, Rear camera, New connectivity technology, Application, HW & SW solution, Fog computing technology, Sensor technology, Process, Wearable, 3D printing, VR, etc.

**Accessories**
- Interior & External molding products, Cushion, Functional cushion, Steering wheel cover, Car electronics (TV, Refrigerator, Air cleaner, Vacuum cleaner, etc.), Cell phone holder, Heating products (Pad, Vest, Sleeping bag, etc.), HUD, Antitheft system, Remote start system goods, Car audio products, Mattress, Car wash products, Anti-corrosion coating products, Tinting, Wrapping, snow chain & spray, Reflective film, etc.

**Bus · Commercial · Recreational Vehicle**
- Bus: 25, 28, 35, 40, 45-seater, Double-decker tour bus, Water bus, Airport bus, Specially designed bus
- Van: 7, 9, 12, 15-seater (Panel van, Light van, Delivery van, Commercial van, Mini van, Camper van)
- Recreational vehicle: Camper, Camping trailer, SUV(RV), Jeep, Off-road car, Amphibious vehicle, Safari car

**Vehicle & Component Maintenance Technology**
- Battery, Tire, Wheel, Steel plate, Pumps, Die casting, Hydraulic system, Hoses, Press brake, Performance measuring instrument, Test equipment, Fittings, steering/lighting device, Car design & design technology, etc.

**Future Automobile and Part Technology**
- Up-to-date electric car with eco-friendly technology, hydrogen fuel vehicle, hybrid car, connected car, eco-friendly tuning products, charging system, application component, battery, ultralight carbon material component, etc.

**Heavy Construction Equipment & Agricultural Machinery and Equipment**
- Attachment units (breaker, crusher, grapple, forklift, etc.), conveyor, excavator, loader, forklift truck, crane, wood crusher, plow, hay collector, agricultural power cart, bean thresher, binding machine, ground–crop harvester, power sprayer, rice transplanter, seeding machine, cultivator, etc.
### Purpose of Visits

<table>
<thead>
<tr>
<th>Interests in exhibition</th>
<th>17.7%</th>
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</thead>
<tbody>
<tr>
<td>Direct purchase</td>
<td>20.8%</td>
</tr>
<tr>
<td>Participation in conference and seminar</td>
<td>6.9%</td>
</tr>
<tr>
<td>Information gathering</td>
<td>13.2%</td>
</tr>
<tr>
<td>Participation in conference and seminar</td>
<td>10.8%</td>
</tr>
<tr>
<td>Direct purchase</td>
<td>13.6%</td>
</tr>
<tr>
<td>Interests in exhibition</td>
<td>12.2%</td>
</tr>
<tr>
<td>Etc.</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

### Visitors’ Interests

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trucks &amp; Tractors</td>
<td>24.5%</td>
</tr>
<tr>
<td>Special Vehicles</td>
<td>14.7%</td>
</tr>
<tr>
<td>Commercial Vehicles</td>
<td>10.9%</td>
</tr>
<tr>
<td>Recreational Vehicles</td>
<td>15.0%</td>
</tr>
<tr>
<td>Vehicle Maintenance Technology</td>
<td>5.0%</td>
</tr>
<tr>
<td>Component Maintenance Technology</td>
<td>5.0%</td>
</tr>
<tr>
<td>High-Tech IoT &amp; ICT</td>
<td>3.8%</td>
</tr>
<tr>
<td>Accessories</td>
<td>4.2%</td>
</tr>
<tr>
<td>Eco-Friendly &amp; Electric Car Technology</td>
<td>6.5%</td>
</tr>
<tr>
<td>Others</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

### Purpose of Participation

- Participate in buyers meeting: 46%
- Identify trend of competitors and industry: 13%
- Build distribution network in Yeongnam region: 30%
- Promote new products and survey response: 5%
- Promote company and brand: 5%
- Etc.: 1%

### Satisfaction

- Excellent: 45%
- Good: 20%
- Average: 20%
- Fair: 15%
- Poor: 8%

### Goal Achieved

- Higher than expected: 42%
- As expected: 22%
- Lower than expected: 18%
- Average: 42%

### Participation in Next Exhibition

- Will participate: 62%
- Will not participate: 7%
- To Be Determined: 31%
**Exhibitor Guide**

**01. Application**
Application form, Business registration Certificate, Deposit (50% of payment)

**02. Request**
Technical assistance, Furniture and equipment application 2018.8.1~30

**03. Full Payment**
Final payment ~2018.9.30

**04. Exhibition**
2018.11.8 Exhibition

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### Exhibition Fee

(Unit : USD, VAT)

<table>
<thead>
<tr>
<th>Type</th>
<th>Package Booth</th>
<th>Raw Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee</td>
<td>USD 3,150</td>
<td>USD 2,700</td>
</tr>
<tr>
<td>Details</td>
<td>1Booth(3m x 3m), Wall, Pytex, Signboard, Lighting, 1kw electricity, 1 set of information desk &amp; chair</td>
<td>1Booth(3m x 3m) – Raw space only (at least two booth spaces) – Only designated companies can operate the facility and interior works.</td>
</tr>
<tr>
<td>Draft</td>
<td><img src="image" alt="Draft" /></td>
<td><img src="image" alt="Draft" /></td>
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</table>

### Booth Reservation

Deadline: May,30 2018 (first come, first served basis)

[Booth Assignment]

- According to deposit payment, booth size, exhibition item, membership, etc.
- The assigned space will be noticed to the exhibitor via E-mail.