

# KOSIGN 2017

## Post Show Report

### Show Profile

<b>Title</b>	The 25 <sup>th</sup> Korea International Sign & Design Show <b>Abbreviation</b> KOSIGN 2017
<b>Venue</b>	Hall A Coex, Seoul
<b>Periods</b>	November 16 <sup>th</sup> (Thu) – November 19 <sup>th</sup> (Sun), 2017
<b>Organizer</b>	Coex Convention Center
<b>Sponsored by</b>	<ul style="list-style-type: none"> <li>- Coex Co., Ltd.</li> <li>- Korea Outdoor Advertising Association (KOAA)</li> <li>- Korea Digital fPrinting Equipment and Materials Industry Association (KODIPA)</li> </ul>
<b>Overseas Partner</b>	SGI Dubai, DPES, APPPEXPO, VietAD, Print+Pack Sign, Sign China, ISLE, Beijing Sign Show, TISL Expo, Touch Taiwan, Malaysia Int'l SIGN & LED Exhibition, IPMEX MALAYSIA, Thailand Asean Printing Packaging Expo, Thailand LED Exp, Modern Sign & LED, Sign Asia Expo, Cambodia int'l packaging fair
<b>Media Partners</b>	Vidya Inc, EC Plaza, Made-in-china, EC21, Asia Signs
<b>Scales</b>	<ul style="list-style-type: none"> <li>- <b>Exhibitor</b> : 116 companies 499 booths (Overseas 10 companies 11 booths from 5 countries including Singapore, India, China, UAE, Vietnam)</li> <li>- <b>Visitor</b> : 11,773</li> </ul>
<b>Exhibit Items</b>	<ul style="list-style-type: none"> <li>- <b>Sign Industry</b> : Digital Printing, Media and Ink, Manufacturing, Post-processing and Equipment, Digital Display, Input &amp; Design</li> <li>- <b>LED/Lighting</b> : LED, Lighting,</li> <li>- <b>digiSIGN</b> : Digital Signage, KIOSK, Touch Panel</li> </ul>
<b>Concurrent Event</b>	<ul style="list-style-type: none"> <li>- <b>Korea Sign Design Award 2017</b></li> <li>- <b>1:1 Biz-Matching (Business Meeting) Program</b> Business Meeting with International Buyers (total 305 meetings) -&gt; Participant: 80 exhibitors overseas buyers (10 countries, 36 companies)</li> </ul>

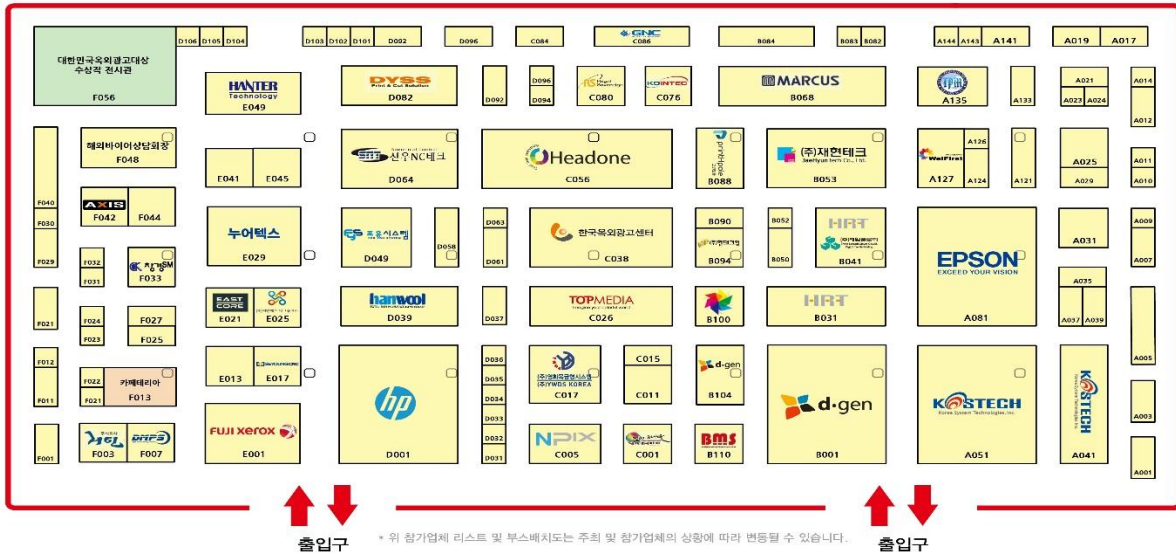
## Hall A Layout

# KOSIGN 2017

제25회 한국국제사인디자인전 부스배치도

2017년 11월 16일(목) - 19일(일) 4일간 개최

- | 주최 | 코엑스 coex 한국옥외광고협회(KOAA) 한국디지털프린팅기자재산업협회(KODIPA)
- | 협력 및 공식매체사 | 필칸 파사인 POPSIGN
- | 부대행사 | 대한민국의외광고대상 수상작 전시관 / 디지털사인디자인 마케팅 콘퍼런스 2017
- | 무료참관안내 | 파사인 홈페이지 접속([www.popsign.co.kr](http://www.popsign.co.kr)) - 상단메뉴 '코사인전' 클릭 - 우측 무료티켓신청!



## Exhibitor Profile

The Exhibitors present products and services from the following sectors:

- Digital Printing
- LED/Lighting
- Media & Ink
- Digital Input & Design, Digital Signage
- Post-Processing & Equipment
- Textile, Interior

## Visitor Profile

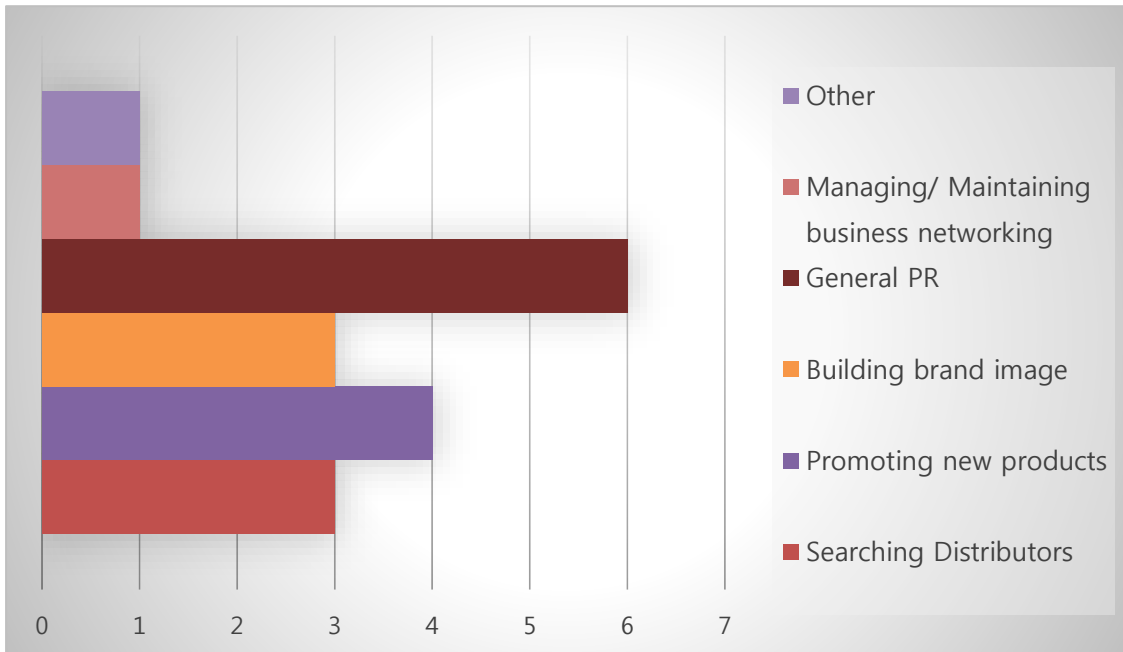
The visitors to this year's show will come from some of the following backgrounds:

- Brand Managers
- Event Management Companies
- Building Contractors/Engineers/Consultants
- Government Ministries & Energy Efficiency Organizations
- Corporates
- Home lighting solution seekers
- Dealers & Distributors
- Industry associations/Stake holders/Trade Delegations
- Electronic & Component Companies
- Infrastructure Companies

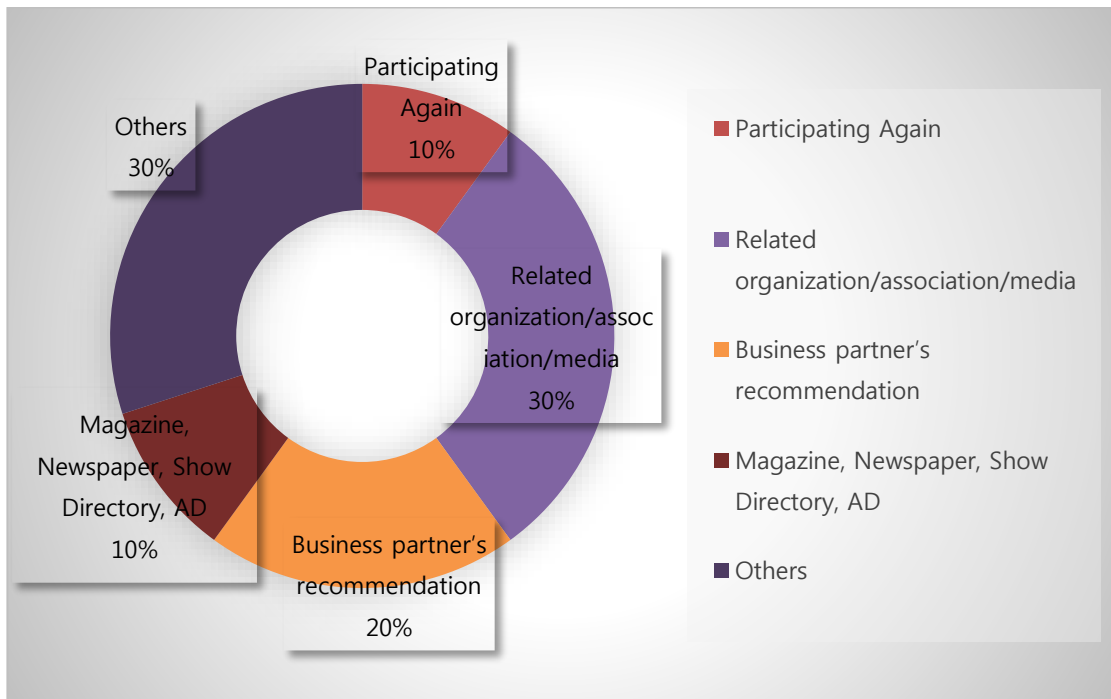
## Show Analysis- Exhibitors (Overseas)

- 10 companies 11 booths from 4 countries

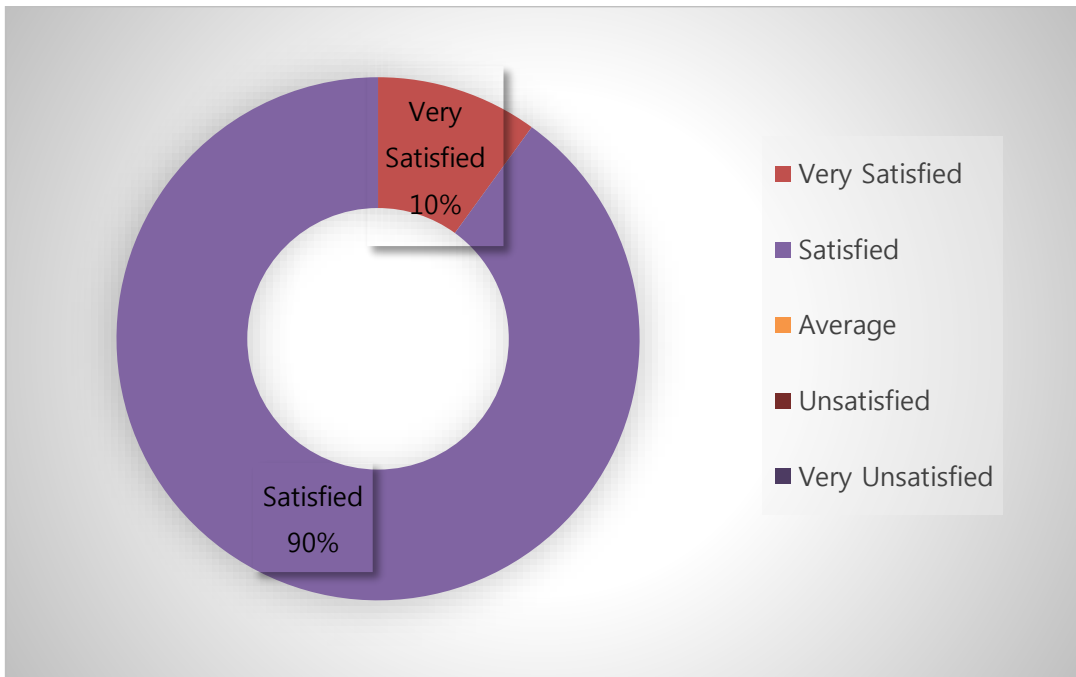
### Purpose of Exhibit



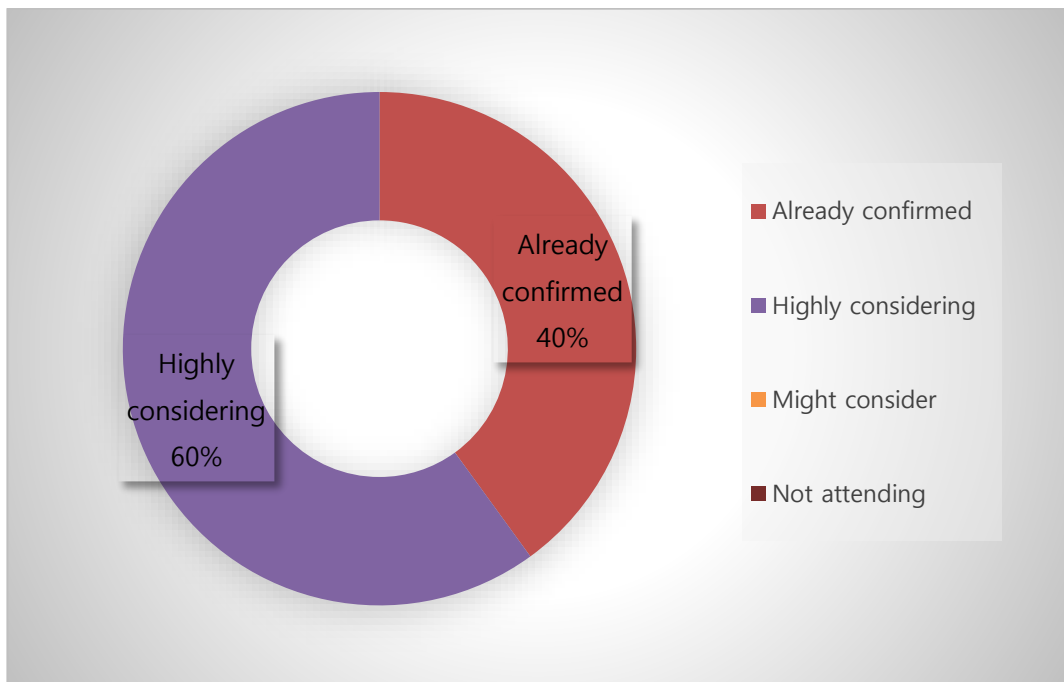
### How know KOSIGN 2017



Exhibitor's satisfaction with overall management



Participation in KOSIGN 2017 again



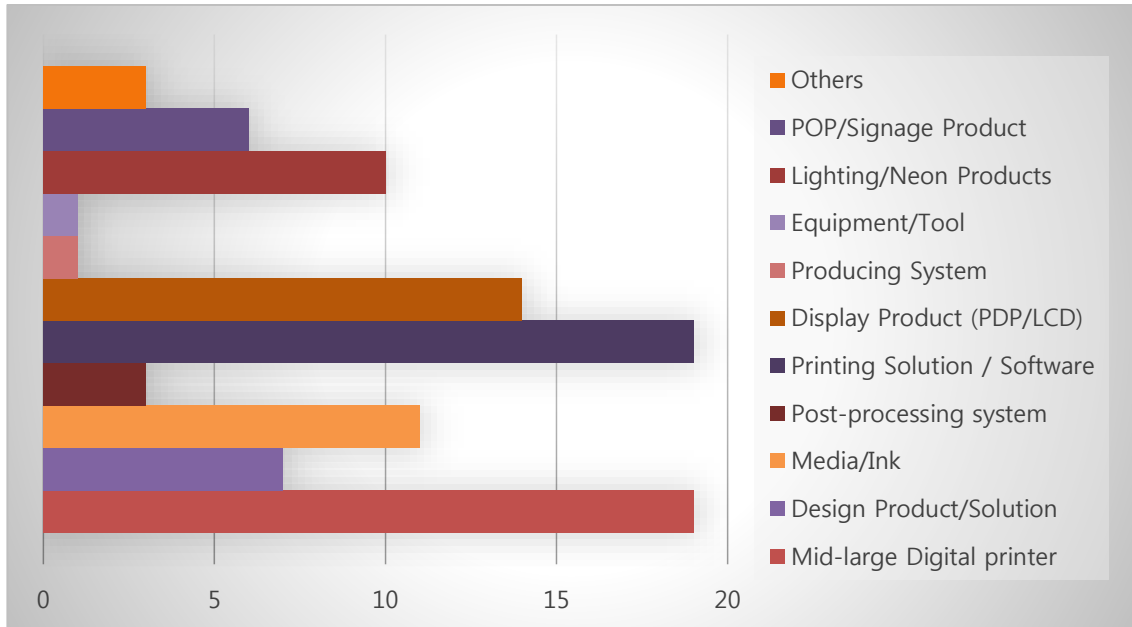
■ Survey results

- 100% of exhibitors were **satisfied with overall performance** at KOSIGN 2017
- 100% of exhibitors **already confirmed** or **highly considering** participate in KOSIGN 2018

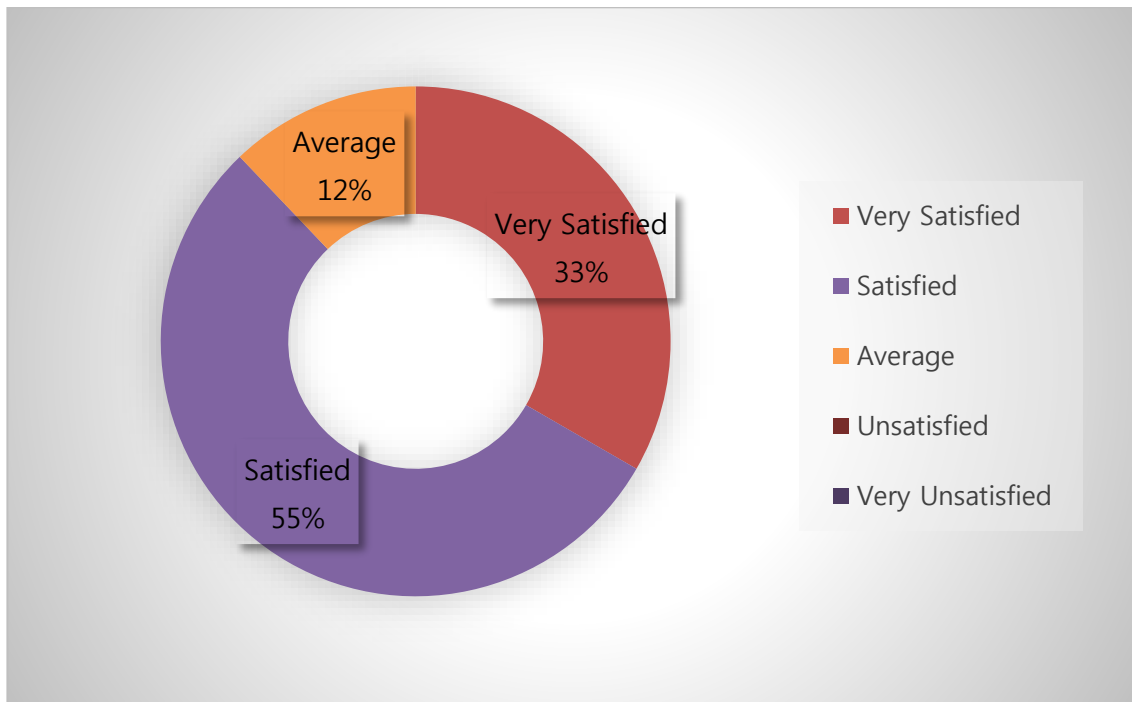
## Show Analysis- Buyers (Overseas)

- Buyer Overall Result: 29 companies, 38 hosted overseas buyers, 305 meetings

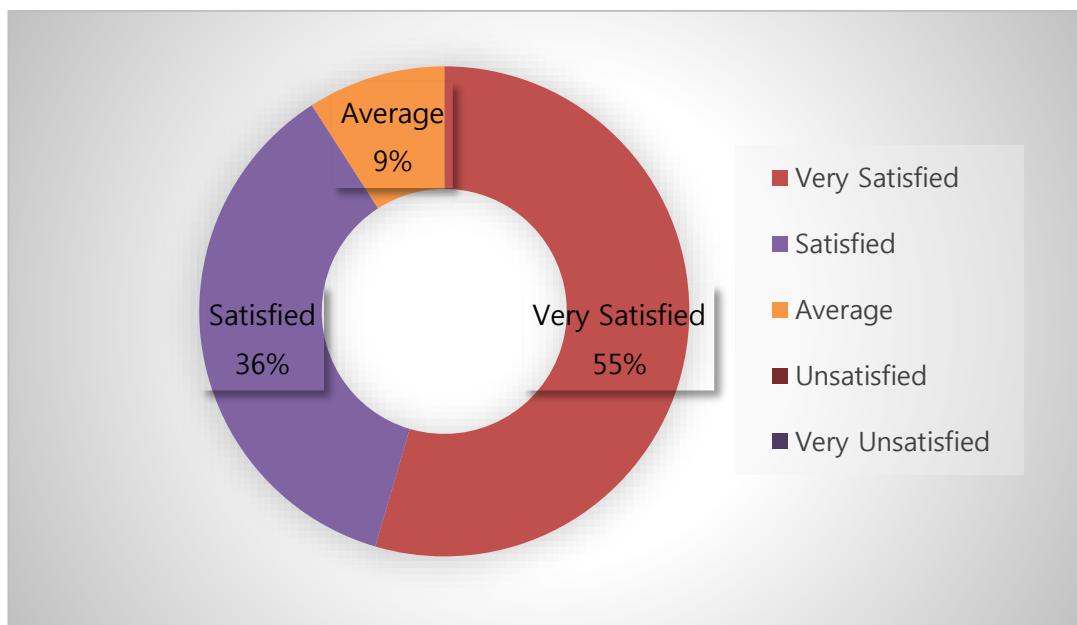
### Items of interest



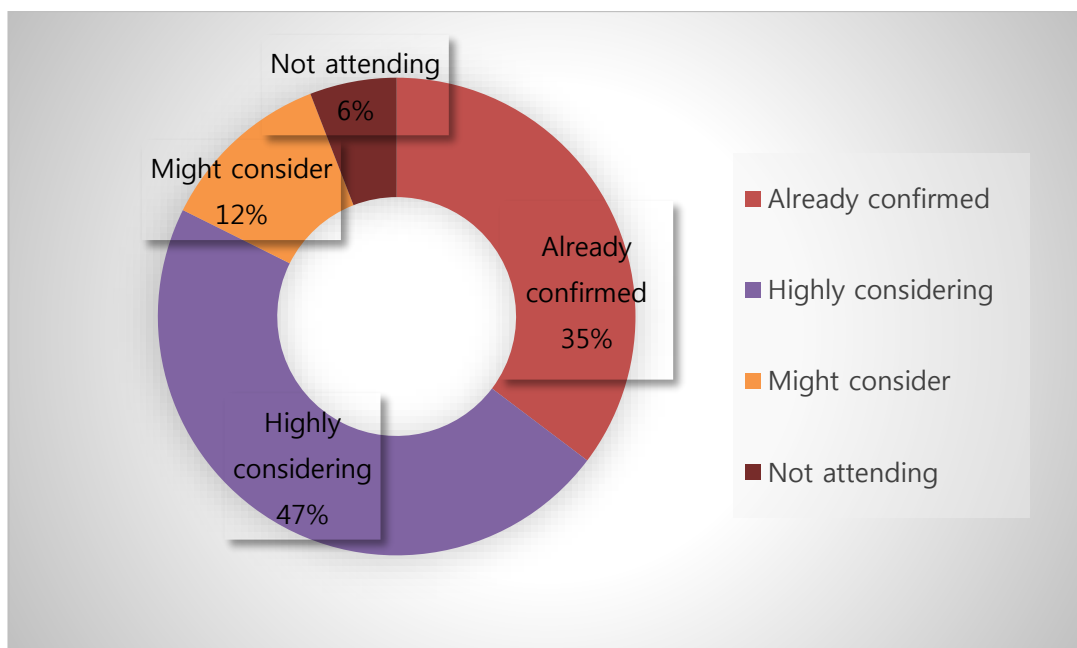
### Buyer's satisfaction with the business meeting



Buyer's satisfaction with overall management



Participate again in KOSIGN 2018



■ Survey results

- **88%** of buyers were **satisfied with business meeting** at KOSIGN 2017
- **91%** of buyers were **satisfied with overall performance** at KOSIGN 2017
- **82%** of buyers are already confirmed or highly considering participate in KOSIGN 2018



Exhibition's Photos

Overseas Buyers participating in Bizmatching Program



Overseas Exhibitors



For more information

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