

EV TREND KOREA 2024

2024.3.6 (Wed) - 3.8 (Fri)
Coex Hall A, Seoul

BEYOND THE CAR,
TOWARDS CULTURE

THE CORE PLATFORM OF THE EV INDUSTRY

KOREA'S LEADING EV EXHIBITION

EV TREND KOREA 2024



EV TREND KOREA SECRETARIAT

COEX

T. 02-6000-1066, 1176, 1071
E. evtrendkorea@coex.co.kr
W. www.evtrendkorea.co.kr

Korea Battery Industry Association

T. 070-5097-6472
E. mason@k-bia.or.kr
W. www.k-bia.or.kr



KOREA'S
LEADING
EV EXHIBITION

4 POINTS OF EV TREND KOREA

EV TREND KOREA, which was first held in 2018 and has since become a prominent exhibition in Korea's electric vehicle (EV) sector, has played a significant role in propelling the development of Korea's EV market. In the age of electric vehicles, which has transitioned from being a mere trend to a necessity, preoccupy the electric vehicle market through EV TREND KOREA.

01

ULTIMATE LOCATION

The only EV industry expo held in Seoul, which is the most advantageous location to cater to the needs of both users and buyers



02

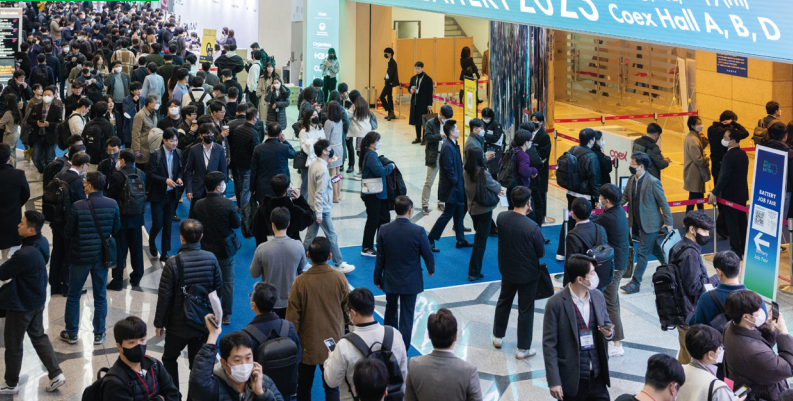
OPTIMAL TIMING

The first EV industry expo to be held in 2024, Providing a platform to take the initiative in gaining the limelight of the industry's trends and issues as well as maximize publicity effect by taking advantage of the time of the year when the expo is held

03

PROMISING VISITORS

Held concurrently with the exhibition "InterBattery," which is recognized as one of the three leading global battery shows, attracting a substantial audience of 40,000 people



04

MAXIMUM BRAND EXPOSURE

Maximize brand exposure by using popular media platforms, including COEX and XPACE



SHOW OVERVIEW

EV TREND KOREA, the only EV industry expo to be held in Seoul, endeavors to make a significant social transformation by leading the adoption of eco-friendly electric vehicles by means of gradually expanding the electric vehicle supply in the private sector, fostering a new electric vehicle culture, and addressing user inconveniences to enhance the overall user experience. EV TREND KOREA, a platform where you can experience the latest trends in eco-friendly electric vehicle trends

Event	EV TREND KOREA 2024
Period	Wed., March 6 - Fri., March 8, 2024.
Venue	Seoul COEX Hall A
Scale	450 booths from 150 enterprises, 40,000 buyers
Host	Ministry of Environment (planned)
Organizers	COEX, Korea Battery Industry Association
Sponsor	Seoul Metropolitan Government (planned)
Exhibits	E-mobility, E-mobility IT, charging infrastructure, electronic devices, related components, infrastructure services, policy promotion centers, etc.
Auxiliary Events	EV AWARDS, EV 360 Conference, EV industry prospect seminar
Concurrent Event	InterBattery (Hall B, C, D)
Website	www.evtrendkorea.co.kr



EXHIBIT ITEMS

Electric vehicles, a trend beyond means of transportation
Korea's representative EV industry expo



E-MOBILITY

Passenger EVs, commercial EVs, EV buses, micro EVs, two-wheeled EVs, etc.



BATTERY/ECU/EV MOTOR

Battery module, battery pack, BMS, OBC, drive motor, ISG motor, regenerative braking system, reducer, etc.



RELATED ITEMS

Eco-friendly materials and tires, maintenance products, fuel savers, exhaust gas reducers, etc.



POLICY PROMOTION

Promotion of the Green New Deal and 2050 carbon neutrality policy of the Ministry of Environment, promotion of EV / HEV purchase subsidy policies, promotion of charging infrastructure construction projects, etc.



CHARGE EQUIPMENT

Slow charging, quick charging, wireless charging, home charging, portable charging, etc.



THERMAL MANAGEMENT

Heat pump system, electric coolant heater, powertrain thermal management technology, integrated control system for battery thermal management, etc.



R&D, TESTING

Related certification and measuring devices for production facilities, R&D research institutes, etc.



CONCURRENT EVENTS

EV Trend Korea plans to create a diverse range of auxiliary events that will appeal to both exhibitors and visitors.

Our comprehensive range of auxiliary events encompasses different aspects of the EV sector, from new car launch events to professional conferences and investment seminars.

01

New Car Launch Event

What new cars will set the trend this year? EV Trend Korea would like to present new EV models that will lead the global EV trend in 2024.

Date March 6, 2024
Venue COEX Hall A

02

EV Awards

The EV Awards, the only awards within the EV industry sector in Korea, are participatory awards that invite visitors, current EV users, and prospective EV users alike. Through the EV Awards, EV Trend Korea intends to establish a set of criteria that will enable consumers to make informed decisions when selecting from various Korean and foreign EV model options and EV charging brands.

Date March 6, 2024
Venue COEX Conference Room

03

EV 360 Conference

The EV 360 Conference facilitates presentations and discussion sessions by domestic and international experts in the eco-friendly vehicle industry to propose and discuss domestic and foreign policies for future EVs, as well as the future of EVs.

Date March 6, 2024
Venue COEX Conference Room

04

EV Industry Prospect Seminar

EV Trend Korea is organizing the "EV Industry Prospect Seminar" with the aim of engaging expert analysts as well as local and international investment institutions to conduct a comprehensive analysis of the trends within the EV sector and to identify the industry's growth potential and investment opportunities in the future.

Date March 8, 2024
Venue COEX Conference Room

05

EV Live Show

The EV Live Show is a hybrid event that offers participants the opportunity to engage with EV Trend Korea via both online and offline platforms. Businesses and brands may get optimal publicity outcomes by using marketing channels that include both online and offline platforms.

Date March 6, 2024
Venue COEX Hall A

06

EV Relay Dialogue

Through the "EV Relay Dialogue," EV Trend Korea aims to discuss key issues and related policies in the EV industry, as well as the future trajectory of the EV industry.

Date March 7, 2024
Venue COEX Conference Room

FIGURES OF 2023

EV Trend Korea has been demonstrating a consistent increase in the number of participating businesses and visitors each year. EV Trend Korea is continuously researching and planning to host a successful exhibition aimed at enhancing the satisfaction levels of both participating businesses and visitors.

Visitors' Fields of Interest

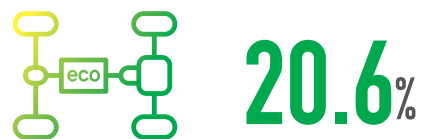
EV models



Charger and charging infrastructure



Electronic components



Exhibitors and Visitors

Exhibitor



Visitors



Satisfaction Survey

Exhibitor Satisfaction



Event Promotion

Digital content display within the exhibition venue



243,845 people

Daily average duration of time spent in the exhibition hall



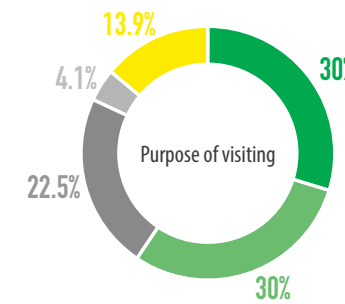
73 minutes **33** seconds

Number of concurrent live broadcast viewers

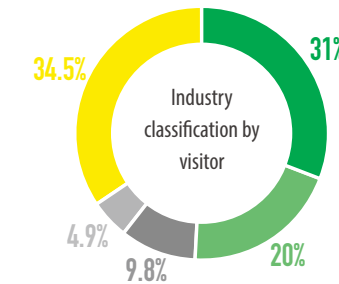


186,000 people

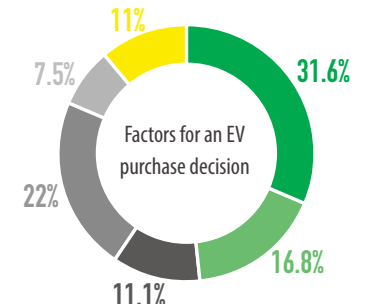
Visitor Survey



- General Viewing
- Seeking information
- Seeking industry trend
- Seeking business cooperation/investor/affiliation
- Other

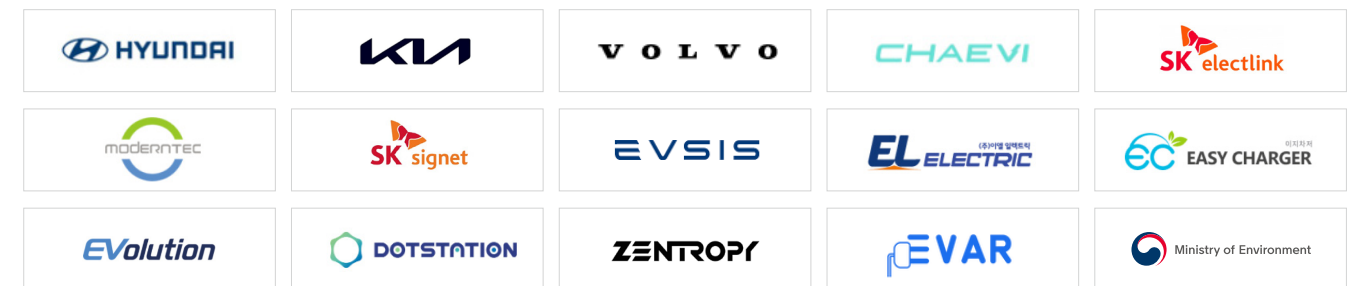


- EV manufacturing
- Charging/infrastructure
- Battery/powertrain
- Mobility services
- Other



- Saving fuel costs
- Purchase subsidy benefits
- Air pollution reduction
- Technology and performance
- Vehicle design
- Other

2023 Major Sponsors and Exhibitors

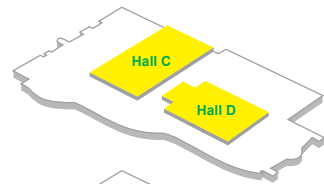


PARTICIPATION GUIDELINES

EV Trend Korea, the only eco-friendly car expo in Seoul, is now seeking exhibitors to demonstrate the new lifestyle in the age of EVs. EV Trend Korea presents a valuable chance to capitalize on marketing, exposure, and potential business opportunities.

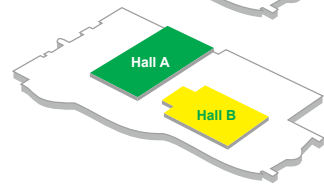
Venue Floor Plan

3F



Hall A EV TREND KOREA 2024
E-Mobility, E-Mobility IT, charging infrastructure, electronic components, etc.

1F



Hall B,C,D InterBattery 2024
Secondary cell, material part, capacitor, manufacturing equipment, ESS, etc.

Digital Media Advertisement

Digital media advertisements exposed both inside and outside COEX offer the optimal marketing outcomes.



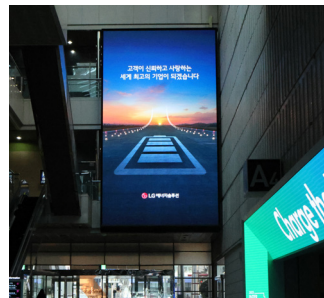
| Parnas Media Tower



| COEX Media Tower



| XPACE_Edge Column



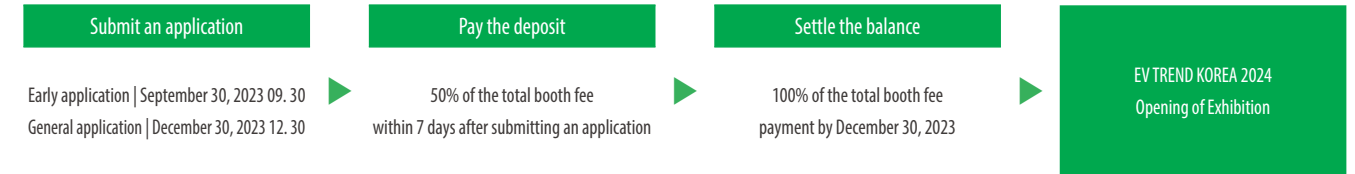
| XPACE_Big Bridge

* For inquiries regarding advertisement, please contact the secretariat at the following contact number: 02-6000-1066.

HOW TO PARTICIPATE

How to Participate

Application Process



Early application | September 30, 2023 09. 30
General application | December 30, 2023 12. 30

Pay the deposit
50% of the total booth fee within 7 days after submitting an application

Settle the balance
100% of the total booth fee payment by December 30, 2023

EV TREND KOREA 2024
Opening of Exhibition

Booth fee information

Currency: KRW, VAT not included

Application type (based on 1 booth)	Standalone booth	Assembly booth	Premium booth
Early application	2,400,000 KRW	2,900,000 KRW	3,300,000 KRW
General application	2,800,000 KRW	3,300,000 KRW	3,700,000 KRW

Booth information

* Booth image can be changed later.

Stand-alone booth	Assembly booth	Premium booth
<p>Only the exhibition space is provided</p>		
<p> Dimensions 3 m (w) x 3 m (d) Minimum units for application: 2 booths Height limit 5 m (varies depending on the booth location)</p>	<p> Dimensions 3 m (w) x 3 m (d) Booth material 1 m (w) x 2.4 m (h) Painted panels assembled with aluminum frames Signboard: Korean/English company name & booth No. Information desk/chair 1 set provided per company regardless of booth size Spotlights Each booth has a total of five spotlights (100W): three inside the booth and two on the main signboard. (A separate request is required for any electrical use other than lighting)</p>	<p> Dimensions 3 m (w) x 3 m (d) Booth material Front: Block assembly with built-in lighting Back: 1 m (w) x 2.4 m (h) Painted panels assembled with aluminum frames Signboard: LED panel signboard Information desk/chair 1 set provided per company regardless of booth size Spotlights Each booth has a total of five spotlights (100W): three inside the booth and two on the main signboard. (A separate request is required for any electrical use other than lighting)</p>