WSCE

WORLD
SMART CITY EXPO
KOREA, 2022

AUGUST 31 – SEPTEMBER 2, 2022
KINTEX, KOREA

THE 6th WORLD SMART CITY EXPO

WSCE

WORLD
SMART CITY EXPO
KOREA, 2022

Embracing humans, ushering in the future and connecting the world, Korea Smart City turns the future city of our imaginations into a reality. Meet the smart city that has already become a rwality by joinging various events including conferences, business meetings, exhibitions and citizen participation events at the 'World Smart City Expo'

Date : August 31(Wed.) ~ September 2 (Fri.)

Host
Ministry of Land, Infrastructure and Transport
Ministry of Science and ICT

Organizer
LH KOREA LAND & HOUSING CORPORATION
K water
KINTEX

Sponsor
PRESIDENTIAL COMMITTEE ON THE FOURTH INDUSTRIAL REVOLUTION
PRESIDENTIAL COMMITTEE ON NEW SOUTHERN POLICY
Ministry of Foreign Affairs
Ministry of Economy and Finance
Ministry of Trade, Industry and Energy
Ministry of SMEs and Startups
Ministry of Environment

WSCE 2021 IN FIGURES

28,012
Visitors

60+
Countries

185 853 booths
Exhibitors

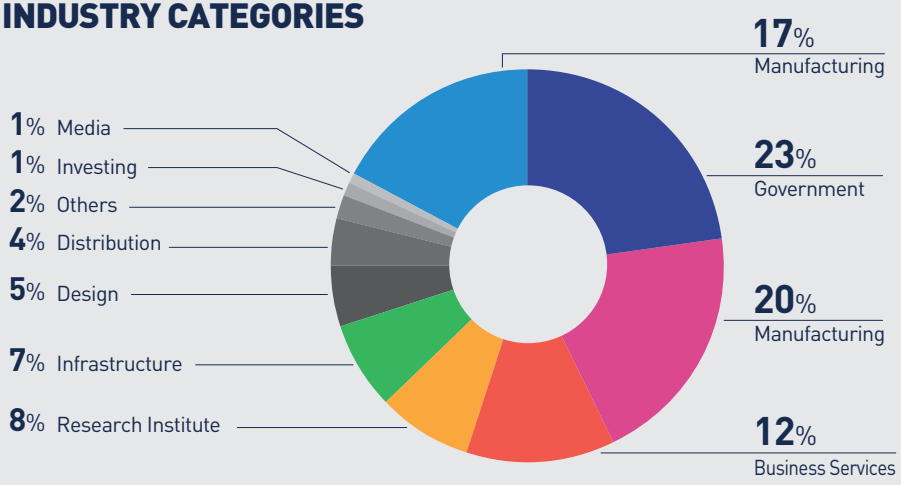
25
Conference Sessions

5
G2G sessions

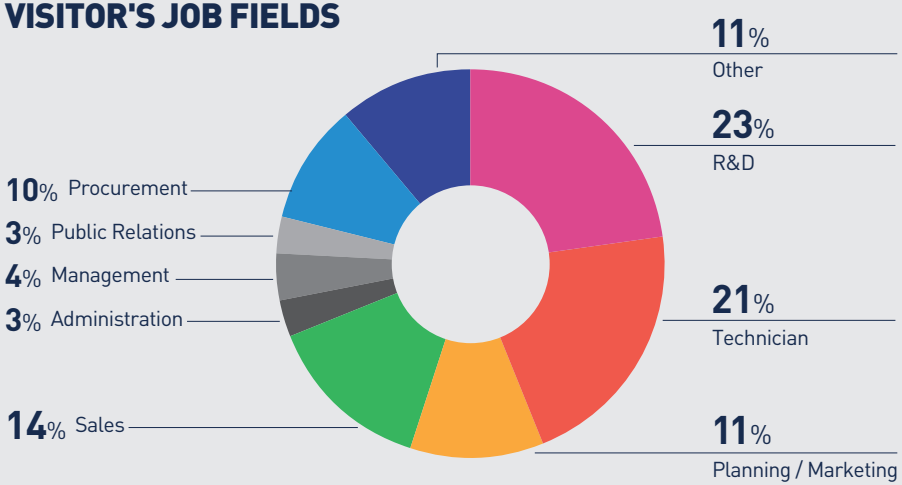
USD 30 million
Business Matching Amount

EXHIBITORS & VISITORS STATISTICS

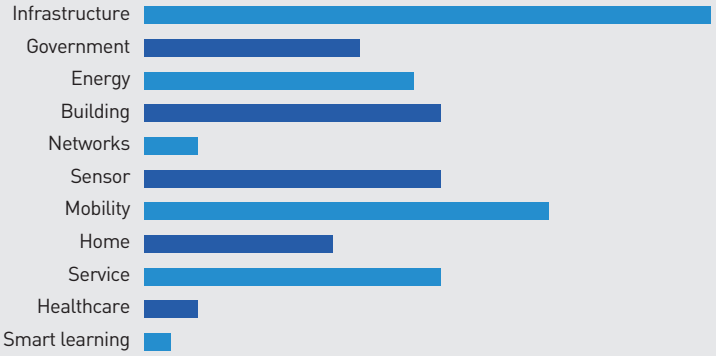
INDUSTRY CATEGORIES



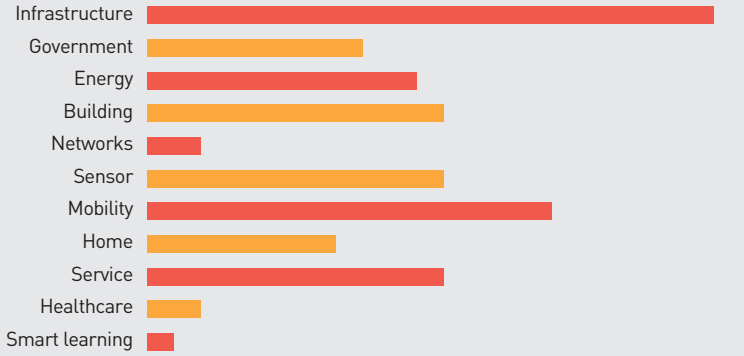
VISITOR'S JOB FIELDS



PRIMARY INTERESTS TO PARTICIPATE



PURPOSE TO VISIT



83% OF ATTENDEES WERE HIGHLY INVOLVED PROFESSIONALS IN SMART CITY INDUSTRY

CLIENTS' WORDS

"By participating in WSCE 2021,
we found so many opportunities
to collaborate on building smart cities together.
We will continue cooperating Korean companies and
governments to step up to next level for
our sustainable future."

"WSCE 2021 was really helpful
to experience advanced technologies of various local
governments and Smart city-related companies in Korea.
It is definitely a must-attend event
if you want to take a business chance in Korea."

WSCE 2021 EXHIBITORS

185 EXHIBITORS 853 BOOTHS

LH
K water
nipa
KAIA Korea Agency for Infrastructure Technology Advancement
스마트도시협회 Smart City Association
부산광역시 BUSAN METROPOLITAN CITY
DAEGU 대구광역시 DAEGU METROPOLITAN CITY
대전광역시 DAEJEON METROPOLITAN CITY
인천광역시 Incheon Metropolitan City
Jeju
강릉시 GANGNEUNG CITY
Goyang City
Fantasia BUCHEON
창원시 CHANGWON CITY
LX
JDC Jeju Free International City Development Center
ifez
GS Caltex
이노뎁 innovative development INODEP
British Embassy Seoul
Kingdom of the Netherlands
THAILAND BOARD OF INVESTMENT
Government of Canada Embassy of Canada
Gouvernement du Canada Ambassade du Canada

INTERNATIONAL ATTENDEES

"INTERNATIONAL DELEGATES TO BUILD
A CONNECTED PEOPLE-CENTRIC SMART CITIES Together"

WSCE WORLD SMART CITY EXPO KOREA 2022

AUGUST 31 - SEPTEMBER 2, 2022 KOREA

WORLD SMART CITY EXPO 2022

CATEGORIES

Smart City, Infrastructure

- **Building & Houses** : CCTV integrated management platform, Zero energy building technology, Wireless control of power consumption, AI cooling system utilizing heat storage, Lighting, Carbon control, etc.
- **City Infrastructure**: Smart city infrastructure management, Aging public infrastructure monitoring, Smart street light control system, etc.

Smart Transportation

- **Public Transportatio**n : Traffic information management, Public transportation information system, Flight information, etc.
- **Roads**: Road facilities and port wharf management, Pedestrian safety service, etc.
- **Mobility**: Smart mobility, Shared mobility, Autonomous driving, Driving information management, Stolen vehicle tracking system, AI taxi, etc.

Smart Energy & Environment

- **Energy**: Energy storage & trading, Renewable energy, Smart grid, Convergent charging system, Zero-energy test complex, etc.
- **Environment**: Urban regeneration, Bioenergy, Smart water management, Air quality monitoring and management, etc.

Smart Life & Heathcare

- **Life**: Smart home appliances, Convenience services, Garbage and recycling services, City apps, Smart quarantine service, etc.
- **Healthcare**: Medical information & remote medical system, Disease prevention & health guidance, Cloud-based one-stop medical service, Real-time smart community care service, Care service for the socially disadvantaged, etc.

Smart Economy

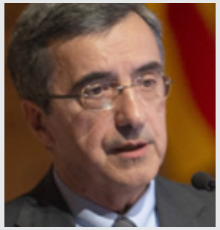
- **Jobs**: Start-up incubating, Smart city platforms to export, etc.
- **Logistics**: Logistics center and volume management, Mobile POS, Intelligent drone delivery, Unmanned delivery, Unmanned stores, etc.

Smart Government

- **Administration**: IoT-based on-site administration, Public online voting system, Citizen participation platform, etc.
- **Data-based Governance**: Public big data integrated storage, Public-private joint big data platform, Opening public data, etc

25 SESSIONS 303 SPEAKERS

Keith Strier
NVIDIA
Vice President



José Carlos Arnal
Zaragoza
Vice Mayor

Stephen Hilton
Invest Bristol and Bath
Sector Specialist

Nicholas Reece
Deputy Lord Mayor
City of Melbourne

Craig Lawton
Amazon Web Service
Principal Smart Nations
Solutions Architect

Miguel Sangalang
City of Los Angeles
Bureau of Street Lighting
Executive Director

Michael Donaldson
Commissioner for
Digital Innovation City of
Barcelona

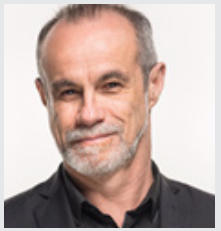
Quang Nguyen
UN Habitat
Representative of Vietnam

Chen-Yu Lee
Taipei Smart City Project
Management Office
Director

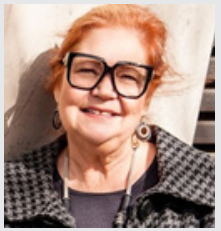
Xavier Matilla
Barcelona City Hall
Chief Architect

Kabsung Kim
Korean Smart Cities Special
Committee Chief Advisor

Einer H.Jensen
Embassy of Denmark
Danish Ambassador
to Korea

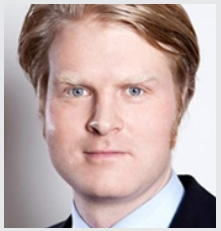


Carlos Moreno
Sorbonne University
Professor



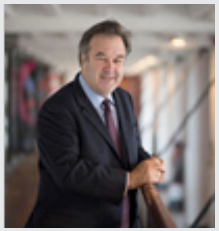
Roz Hansen
University of Melbourne
Professor

Biyu Wan
National Smart City Joint
Labs, China Chief Scientist



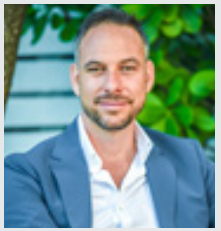
Thies Lindenthal
University of Cambrige
Associate Professor

Sam Kimmins
The Climate Group
Head



Norman F. Anderson
CG/LA Infrastructure
Chairman & CEO

Gindroz Bernard
BMGI Consulting
Chairman



Tony Cho
Future of Cities
CEO & Founder

Clench Callum
International Water
Resource Association
Executive Director

Yong Lu
Shanghai Data Exchange
Vice President

Frank L Friesacher
IoT and Smart Cities Strategy
& Innovation, Blockchains,
Inc.Vice President

Melinda Martinus
ASEAN Studies Centre
Lead Researcher

EXHIBITION

You can meet and experience not only innovative technology companies but also Korean national pilot cities and cities involved in challenge projects at WSCE. 13 cities and 185 companies showcased in 2022 even in the pandemic situation under thorough quarantine system. All exhibitors' of WSCE 2021 video clips are also available on WSCE official webpage for those who couldn't visit the venue.

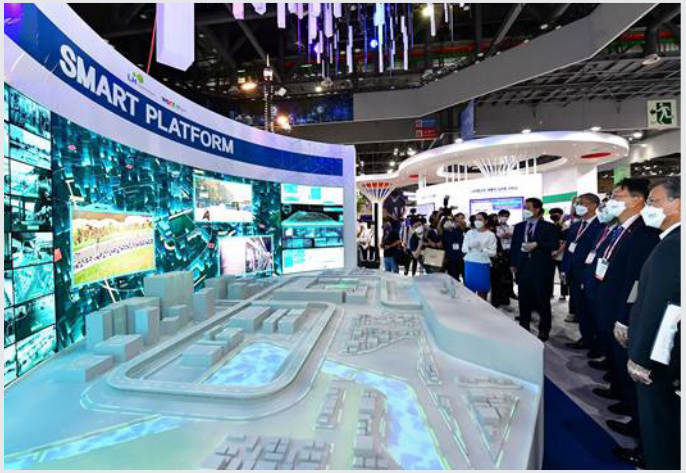
The secretariat offers a premium booth package for those who feel difficult about hiring contractor or exhibiting process. Feel free to contact our staff via email below.

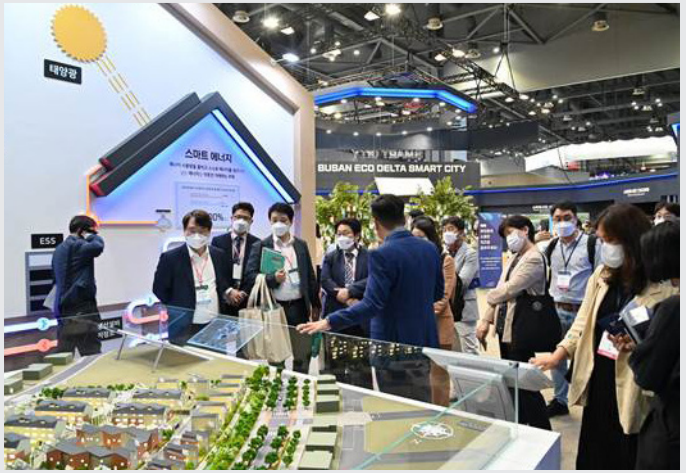
Contact : smartcity@kintex.com

PLATFORM TO MEET INDUSTRY KEY PLAYERS

World Smart City Expo is the largest smart city event in the Asia Pacific region where city experts from governments, corporates and orgaizations worldwide gather to shape the cities of the future. WSCE 2022 is hosted by Ministry of Land, Infrastructure and Transport, and Ministry of Science and ICT of Korea. You can gain the opportunities to meet and network with international leaders in the fields, governments and municipalities, public institutions and key players.

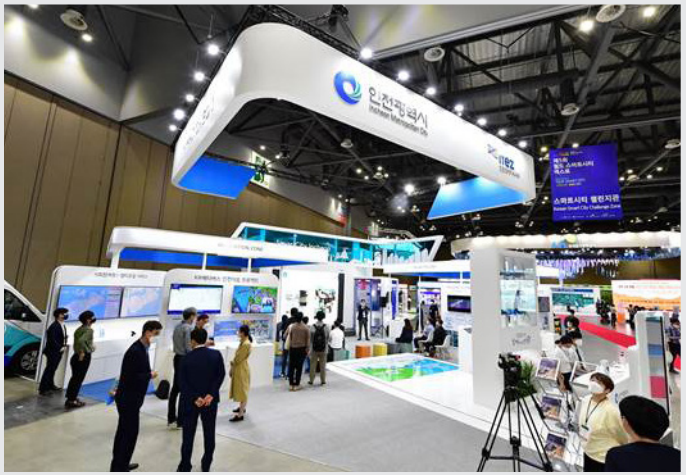
Experience Korean National Pilot Smart City





The National Pilot Smart City was implemented to freely demonstrate and integrate technologies related to the Fourth Industrial Revolution to sites without development plans. It is pursuing the goal of presenting the future smart city leading model by creating an innovative industrial ecosystem that can implement creative business models. Korean national pilot smart cities are currently Sejong and Busan, and Korean Land and Housing & K-water showcase development status of the cities.

Meet the Smart City Challenge Projects

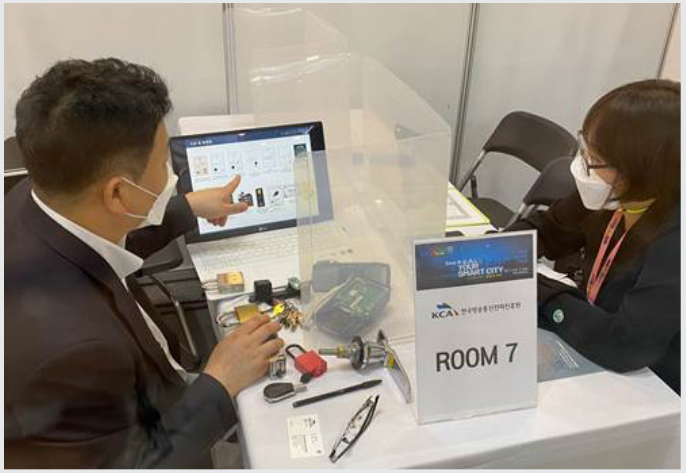


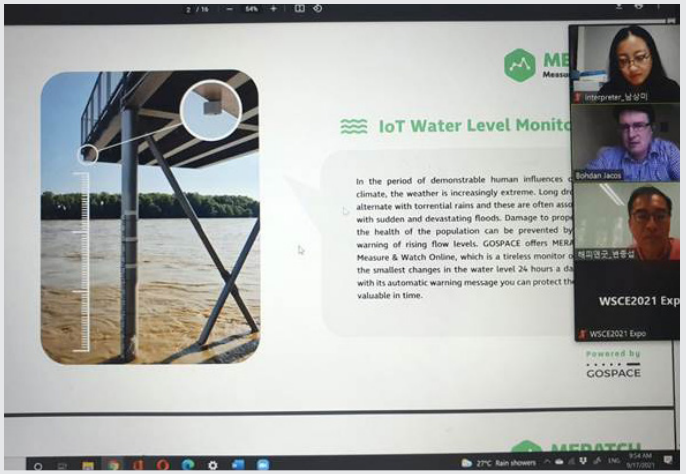
The Korean Smart Challenge project reflects the characteristics of the Smart City Challenge project in the United States and the Horizon 2020 project in Europe.

'City Challenge' is a project in which companies and local governments form a consortium to develop comprehensive solutions to solve problems across the city.'Town Challenge' is a project that focuses on proposing and applying specialized solutions optimized for small and medium-sized cities.The 'Campus Challenge', in which companies and local governments, centering on universities, experiment and commercialize smart services in the region.

You can meet all these challenge projects at one site, WSCE.

BUSINESS MEETINGS





WSCE business matchmaking program makes easy for you to seek partner companies not only via F2F meeting but also via online. It is the best way that you can meet innovative technology companies and have in-depth meetings with exhibitors. Request to the secretariat to choose the most optimized way for you to participate. The secretariat also helps you to contact and invite companies which you have wanted to meet in person.

WSCE AWARDS

WSCE Awards will be given to the innovative companies which have contributed to the smart city technology development and well showcased in the exhibition. Official press release and newsletter specially featured about the winning companies will be published.

WSCE 2021 winning companies

Wansdronk · 메타빌드 · BOM PLATFORM · Witteveen+Bos · COOUL · 이노뎁 INODEP · ATTO RESEARCH · (주)새눈 SAENOON · DURE WIN · PLUXITY · (주)에프에스 · HANCOM inSPACE · SEOUL ROBOTICS · 4IND · I-nori LAB · GOULCE

HOW TO PARTICIPATE

WAYS TO PARTICIPATE

SPONSORSHIP PACKAGE

Have the honours of being official sponsor of WSCE. It is one of the easy ways to maximize promotional effect of your company at WSCE. Choose your sponsorship and contact the secretariat.

EXHIBITION

Showcase your products & services by exhibiting at WSCE. Exhibitors will get chance to meet invited buyers and to have a pitching session in the exhibition hall in front of industry key players.

INVITED BUYER PROGRAM

If you are interested in purchasing exhibiting products or services, or collaboratingwithexhibitingcompanies, you can apply as 'invited buyer' by sending request to the secretariat. The secretariat will support chosen buyers booking flights and accommodation.

CHOOSE YOUR SPONSORSHIP

Sponsorship is the easiest and the best way to promote your company at WSCE.
Inquire the secretariat about more detailed price information.

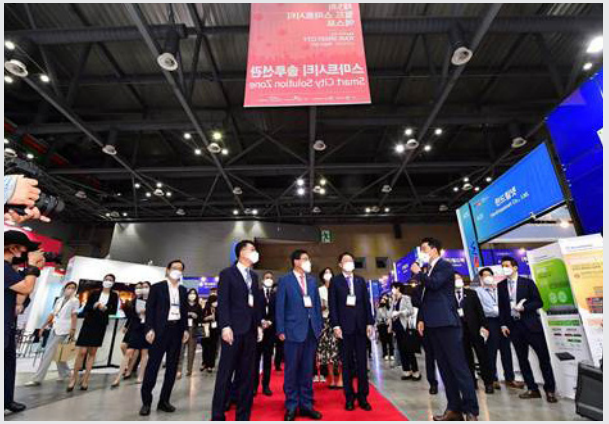
Benefits		Platinum	Gold	Silver	Price for additional request
Exhibition	Complimentary Exhibition Booth (Customized designed booth)	72m² (8 Booths)	36m² (4 Booths)	18m² (2 Booths)	USD 3,000 per booth
	Booth Area	able to choose	able to choose	able to choose	-
Opening Ceremony	VIP Invitation	o (Max. 5 persons)	o (2 persons)	-	-
	Keynote Speech	o	-	-	-
	Opening VIP Tour	o	o	o (If necessary)	-
	Company logo display on banners at the Opening Ceremony & Networking Party	o			-
Conference	Conference Host	o			-
	Conference Panel Participation	o		o	
	Opportunity for Presentation	o	o	-	USD 3,000 per time

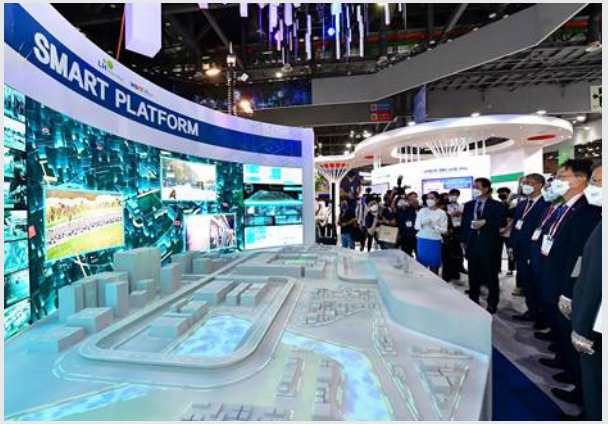
Benefits		Platinum	Gold	Silver	Price for additional request
Promotional Material	Company logo display at Agora in the Hall	o	o	-	-
	Ceiling Banner inside the Exhibition Hall	2 (3m x 5m, Main Aisle)	1 (3m x 5m, Main Aisle)	-	USD 5,000 per banner
	Outer Wall Banner	1 Banner on the outer wall (8.5m x 11.5m)	-	-	USD 10,000 per banner
	Hall Entrance Display Board	2 (20sec.)	1 (20sec.)	1(20sec.)	USD 2,000
	Information desk	1 (width 1m)	1 (width 1m)	1 (width 1m)	USD 1,000 per banner
	Directory book Ad.	1 page	0.5 page	0.5 page	USD 4,000 per page
	Show-guide leaflet Ad.	1 page	0.5 page	0.5 page	USD 4,000 per page
Business Matchmaking Program	Conference Host	o (Priority)	o (Priority)	o (Priority)	-
	Conference Panel Participation	5 Rooms (3 days and 2 nights Deluxe Rm)	2 Rooms (3 days and 2 nights Deluxe Rm)	1 Room (3 days and 2 nights Deluxe Rm)	USD 300 per Room for a Night
	Opportunity for Presentation	3 Rooms (4 days and 3 nights Standard Rm)	2 Rooms (4 days and 3 nights Standard Rm)	1 Rooms (4 days and 3 nights Standard Rm)	USD 250 per Room for a Night

Contact : smartcity@kintex.com

SPONSORSIP DETAILS IN PHOTOS

VIP Tour



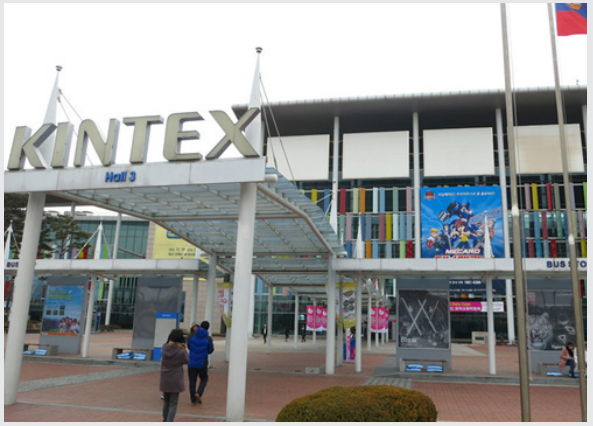


Company logo display at the opening ceremony

SPONSORSIP DETAILS IN PHOTOS

Ceiling banner inside the hall

Outer wall banner



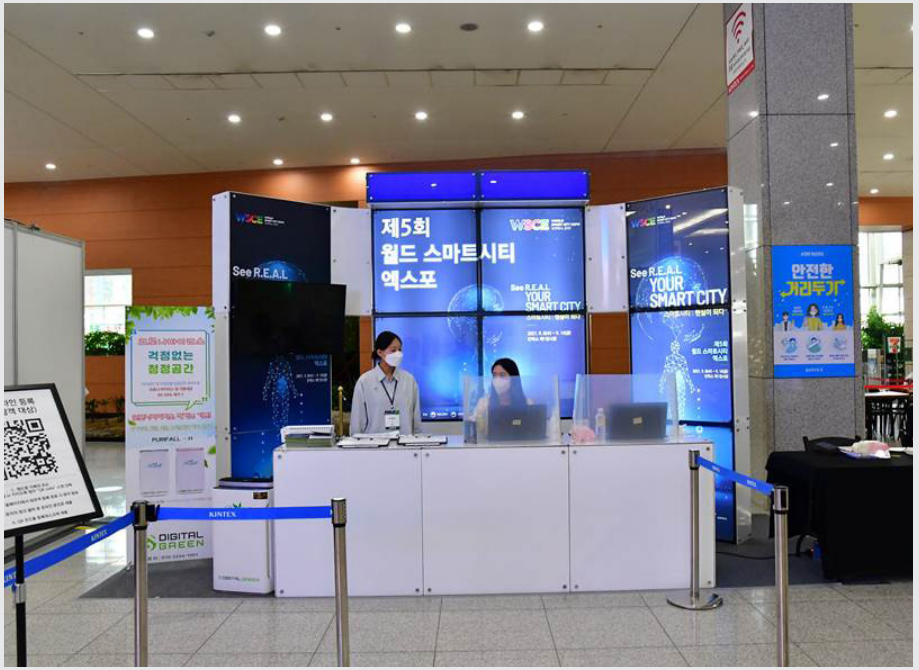
SPONSORSIP DETAILS IN PHOTOS

Company logo display at Agora in the hall

Hall entrance display board

SPONSORSIP DETAILS IN PHOTOS

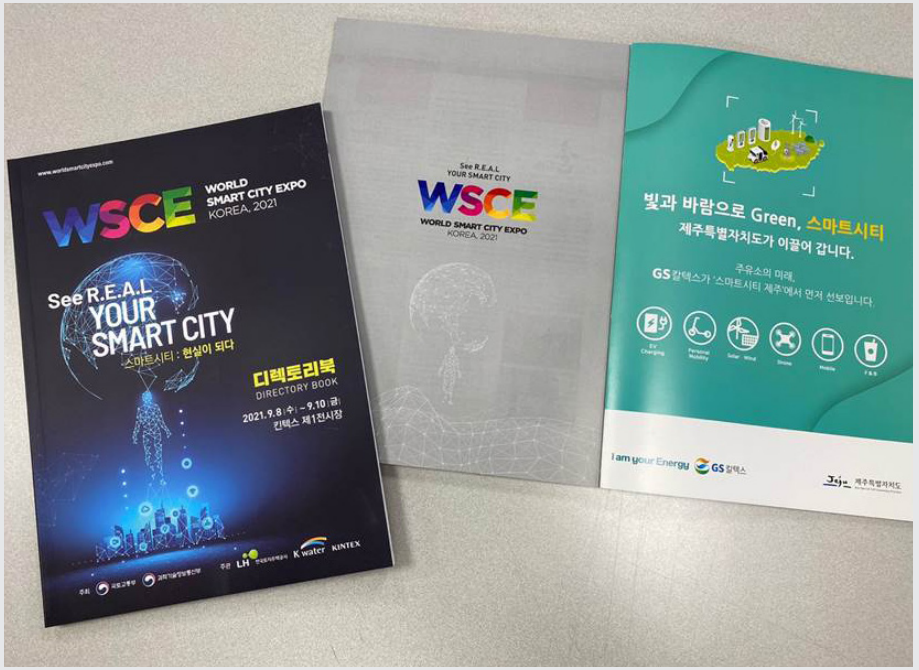
Information desk



Show-guide leaflet ad.

SPONSORSIP DETAILS IN PHOTOS

Directory book ad.



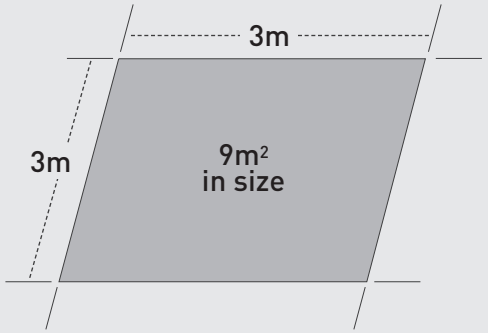
EXHIBITION BOOTH TYPES

SPACE ONLY

USD 3,000

- Only space provided
- Minimum 2 booths should be ordered
- Exhibitor should hire a construction contractor
- The contract must one of approved contractors by KINTEX

* contractor list > KINTEX website



ASSEMBLY TYPE BOOTH

USD 3,300

- Signboard
- 2 fluorescent light (40W)
- 3 spotlights (100W)
- Carpet
- 2 electricity socket (220V, 1KW)
- 1 info desk and 1 chair
- 1 roundtable and 1 chair

PREMIUM BOOTH

USD 4,000

- Block style booth
- Minimum 4 booths should be ordered
- Additional facilities such as spotlights, electricity are offered along with the designed booth
- Information desk and roundtables are provided in proportion to the number of booth ordered
- 1 LCD TV monitor (50 inches) included
- Wood material booth can be designed with additional charge.

* Ask the secretariat for more detailed information

*Order your booth at **www.worldsmartcityexpo.com**

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