International Seoul Smart Factory Conference & Expo

2019 INTERNATIONAL SEOUL SMART FACTORY CONFERENCE & EXPO

June 20(Thu.), 2019
Seoul COEX Grand Ballroom (1F)

2019 INTERNATIONAL BUSAN SMART FACTORY CONFERENCE & EXPO
September 18(Wed.)~20(Fri.), 2019 Busan BEXCO Exhibition Center 2
What is SMART FACTORY KOREA?

The Smart Factory is the next-generation manufacturing plant which produces products to fit the needs of the producer and consumer. Through the prior simulation and modeling of the entire manufacturing process, it complements the problems and inputs the optimal cost and time. The Smart Factory is a keyword that is receiving global attention. It is not only capable of reducing defects, costs, and producing time for test products for corporations, but also enhancing productivity by 25% and above.
2019 INTERNATIONAL SEOUL SMART FACTORY CONFERENCE & EXPO

June 20(Thu.), 2019 Seoul COEX Grand Ballroom (1F)

Host  
KBIZ Korea Federation of SMEs  
GYEONGNAM TECHNOPARK  
BUSAN TECHNOPARK  
Korea Smart Factory Development Committee

Special Sponsor  
Ministry of SMEs and Startups

Date  
2019. 6. 20(Thu.) | 09:30~18:00

Place  
COEX Grand Ballroom, 1F, Samseong-dong, Seoul, Korea

Event Characteristics

• 3 tracks/day, 27 lectures, participation from approximately 70 leading Smart Factory companies from Korea and abroad
• More than 2,000 visitors from people in charge of Smart Factory at manufacturing plants and companies
• 2019 Korea Smart Factory solutions/products exhibition and demonstration
• Korea Smart Factory buyer meetings

5 Professionals Conference
Simultaneous Events(2F)

Smart Factory and big data, cloud application technology seminar
Intelligent robot application technology seminar
Machine vision application technology seminar
Smart Factory expert curriculum training seminar
Artificial intelligence working-level application technology seminar

2019. Big Data /Cloud CON.  
2019 Intelligent Robot CON.  
2019 Machine Vision CON.  
2019 Smart Factory PRO CON.  
2019 AI CON.

www.smartfactorykorea.com
### Exhibiting Items

| Information Systems for Manufacturing | Information system & solutions, order management & production management & logistics management systems, system integration, cloud implementation and operation services, product life management / product duration management systems (PLM/PDM), enterprise resource planning systems (ERP), manufacturing execution systems (MES), supply chain management systems (SCM), SCANDA, storage, network equipment, IoT - M2M platforms, quality management & inventory management & scheduling & monitoring systems, cyber security systems, etc. |
| Smart Factory & Platform Services | Smart Factory platform solution & services, manufacturing process monitoring solutions, automation production system (APS), 3D printing solutions, etc. |
| Factory Automation & Process Automation for Manufacturing | Industrial open network, FA•PA equipment and software, FA•PA system integration solution, control components (sensor, switch, PLC, etc.), equipment control devices (SCADA, DCS, HMI, PLC, etc.), industrial collaborative robot, inspection & measurement equipment, CAD/CAM/CAE, storage equipment, conveying system, picking devices, production line design system, machine tools, machine vision, logistics equipment, automatic identification equipment, etc. |
| Energy Management Solution for Manufacturing | Information leakage & access control & physical security & cloud security solutions, factory energy management system (FEMS), building energy management system (BEMS), power failure & power-saving measures, preparatory management & predictive maintenance & preventive maintenance solutions, maintenance devices and systems, etc. |
| Consulting Services for Manufacturing | System design & development services for manufacturing process & parts management, production consignment for IoT development such as electronic components & communication modules, etc., consulting, start-up support, etc. |

### Main Attendees

- People in charge at manufacturing companies in industries including aerospace, offshore plants, iron manufacture, steel, defense, etc.
- People in charge at manufacturing companies in industries including electricity, electronics, semiconductors, display, etc.
- People in charge at manufacturing companies in industries including automobiles, petrochemical, medicine, pharmaceuticals, biotechnology, etc.
- People in charge at manufacturing companies in industries including construction, architecture, energy, textiles, clothing, fashion, etc.
- People in charge at manufacturing companies in industries including machinery, materials, parts, etc.
- People in charge at companies in industries including mobile, mobile communication, information communication, food & beverages, fast-moving consumer goods (FMCG), etc.
- People in charge at companies in industries including health, healthcare, logistics, transportation, etc.
- People in charge of system design & development for manufacturing process and parts management, etc.
- People in charge at venture capital, finance, service companies, etc.
- People in charge at local governments, governmental and public institutions, etc.
## Promotion & Marketing Plan

### Media / Print PR
- Production and postage of multi-lingual event brochures (Korean, English, Japanese) and online newsletters
- SNS PR on Facebook, Kakao Talk, Instagram, etc.
- Continuous PR and event coverage on Monthly FA Journal SMART FACTORY, a special magazine for Smart Factory, and monthly SOLAR TODAY Zero-Carbon, a special magazine for energy, Industry News of online news, etc.
- Production and postage of free invitation tickets for event promotion
- Advertising and press release through daily and weekly newspapers, broadcasting media in Korea

### Strategic promotion partnership with associations related to overseas Industry 4.0 or Smart Factory

### Online PR
- Extensive PR on event website (www.smartfactorykorea.com), IndustryNews (www.industrynews.co.kr), an online newspaper for Fourth Industrial Revolution and Smart Factory, Smart Factory site (www.fajournal.com), Yonhap News, and other online news media
- Participation and exhibition in Japan’s SMART FACTORY EXPO 2018 (January 17~19/Tokyo, Japan) and other Smart Factory exhibitions home and abroad
- PR on websites for institutions and organizations, various online communities related to the Fourth Industrial Revolution and Smart Factory
- Distribution and PR of press release material for multilingual online portal sites

### Participating Benefits

### Media / Print PR
- Exhibition and demonstration of solutions and products within the event zone
- Actual sales increase from 1:1 business matching programs for visitors and exhibitors
- Opportunity to give lecture at SMART FACTORY KOREA
- Advertising and company introduction in SMART FACTORY KOREA lecture data book
- Press release and product introduction postings for exhibiting companies in the event website, Internet News, and major online media in Korea
- PR and introduction of exhibiting companies’ products and case studies in the Monthly FA Journal SMART FACTORY website, major internet-affiliated media, blogs, cafes, etc.
- PR and introduction of exhibiting companies’ products and case studies in the Monthly FA Journal SMART FACTORY website, major internet-affiliated media, blogs, cafes, etc.
- Production and postage of online complimentary invitations and newsletters for exhibitors
- Provision of market intelligence and technology trends regarding global and domestic Fourth Industrial Revolution and Smart Factory
- Support for human networking and communities regarding global and domestic Fourth Industrial Revolution and Smart Factory
Post Show Report: Smart Factory 2018-Visitors’ Status

**Events Size**

![Chart showing Exhibitors, Attendees, Tracks, Sessions]

- **Exhibitors**: 24
- **Attendees**: 1,542
- **Tracks**: 3
- **Sessions**: 24

**Classification of visitors according to industry**

- People from companies in the electricity, electronics industries: 19.8%
- People from hardware or software suppliers: 7.2%
- People from companies in the electric parts and automobile manufacturing industries: 9.7%
- People from system integration, engineering and design companies: 16.5%
- People from semi-conductors and display companies: 18.2%
- People from companies in the machinery and parts manufacturing and assembly industries: 7.0%
- People from companies in the energy industry: 2.8%
- People from companies in the mobile and mobile communications industry: 2.5%
- People from companies in the petrochemical industry: 7.2%
- People from companies in the marine plant, steel and iron manufacturing industries: 5.2%
- People from the food and beverages industry: 3.0%
- People from companies in the pharmaceutical and medicine industries: 1.2%
- Others: 4.7%

**Classification of visitors according to occupation**

- Manufacturing and production: 18.9%
- R&D: 4.0%
- Business administration, CEO: 4.2%
- Purchasing and resource management: 4.9%
- Sales and marketing: 11.8%
- Order management, logistics management, inventory management: 3.4%
- Quality management, QC/QA reliability assessment: 3.6%
- Process design and management: 16.1%
- Production planning and information management: 13.9%
- Government, local government and public institutions: 15.2%
- Others: 4.9%

**Main Exhibitors**

- RICH & TIME Co., Ltd.
- Leware
- BALLUFF
- VIRNECT
- BIZENTRO
- SUALAB
- Schneider Electric
- NKIA
- UNIVERSAL ROBOTS
- INNODEP
- tobiipro
- PI
- Mitsubishi Electric
- Biz

Korea Biznet Co., Ltd.
Visitors’ Answers

Q. Visitors’ areas of interest for lectures

- Smart Factory solutions and systems
- Case studies of Smart Factory system establishment
- Stages of Smart Factory realization and establishment methods
- Smart Factory security and standardization
- Support policies for companies related to Smart Factory
- Maintenance know-hows for Smart Factory system
- Smart Factory establishment method according to scale of manufacturing plant
- Others

Q. Visitors’ level of interest regarding Smart Factory

- Smart Factory solutions and systems
- Case studies of Smart Factory system establishment
- Stages of Smart Factory realization and establishment methods
- Smart Factory security and standardization
- Support policies for companies related to Smart Factory
- Maintenance know-hows for Smart Factory system
- Smart Factory establishment method according to scale of manufacturing plant
- Others
Q. Visitors' top 5 opinions regarding Smart Factory support policies

1. Ease (Simplify) entrance barriers for supplying companies
2. Consistency (Continuity) of support policies, and diversification of support funds
3. Support policies customized to the circumstances of SMEs
4. Standardization according to industry and business type, and foster technology in related areas
5. Regular conferences regarding establishment case studies on each field of manufacture
**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Lecture Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00~09:40</td>
<td>Check registration of visitors / Distribute lecture data book &amp; lunch voucher / Visit to exhibition booth, sales meetings</td>
</tr>
<tr>
<td>09:40~10:00</td>
<td>[Keynote Speech1] Customized system establishment and introduction by industry</td>
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<tr>
<td>10:00~10:20</td>
<td>[Keynote Speech2] Changes in manufacturing industry, and Smart Factory establishment strategy</td>
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<tr>
<td>10:20~10:40</td>
<td>[Keynote Speech3] Forecast for connecting technology among people, products, and infrastructure</td>
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<tr>
<td>10:40~11:00</td>
<td>[Keynote Speech4] Digital manufacturing innovation in the field of manufacturing, and the future of Smart Factory</td>
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<tr>
<td>11:00~11:20</td>
<td>[Keynote Speech5] IIoT establishment strategy to enhance the competitiveness of the manufacturing industry</td>
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<tr>
<td>11:40~12:00</td>
<td>Opening ceremony and morning prize lottery</td>
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<tr>
<td>12:00~13:30</td>
<td>Lunch / Business networking / Visit to exhibition booth, buyer meetings</td>
</tr>
<tr>
<td>13:30~14:00</td>
<td>Production management system in the field of manufacturing</td>
</tr>
<tr>
<td>14:00~14:30</td>
<td>Quality assurance/Inventory management system</td>
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<tr>
<td>14:30~15:00</td>
<td>Scheduling/monitoring system</td>
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<tr>
<td>15:00~15:30</td>
<td>Industrial communication technology and interface</td>
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<tr>
<td>15:30~16:00</td>
<td>Coffee break / Business networking / Visit to exhibition booth and buyer meetings</td>
</tr>
<tr>
<td>16:00~16:30</td>
<td>3D printing and lamination manufacturing technology</td>
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<td>16:30~17:00</td>
<td>Supply chain and digitalization</td>
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<tr>
<td>17:00~17:30</td>
<td>Shop flir data and digitalization</td>
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<tr>
<td>17:30~17:50</td>
<td>Business networking / Visit to exhibition booth and buyer meetings</td>
</tr>
<tr>
<td>17:50~18:00</td>
<td>Afternoon prize lottery and event closing</td>
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</tbody>
</table>

※ The lecture themes above may change due to discussions among the host and participating companies. Registration for lectures is accepted in the order of application.

www.smartfactorykorea.com
Booth Layout

Exhibitors (Expected)

Gridwiz, Dahua Korea, Daewoo Information Systems, Doosan Infracore, Leutze Electronics, Robert Bosch Korea, Rockwell Automation Korea, Rich & Time, Rittal Korea, Miracom I&C, Basier Korea, Baumer Korea, Weidmuller, Beyer Electronics Korea, Vitzrosys, Samsung SDS, Schneider Electric Korea, Schmid Korea, Cisco Korea, Iquest, Adventec KR, SAP Korea, SK C&C, ADLink, ABB, ATI, Enkia, LS IS, LG CNS, Oracle, Autonics, Autodesk, Wago Korea, Wizcore, Eplan Korea, Ina Oriental Motor, Intel, Siemens, GE Sensing Korea, Cognex Korea, Kolong Benit, Kuka Robotics Korea, Texas Instrument, Fanuc, POSCO ICT, PTC Korea, Pilz Korea, Korea National Instrument, Korea Mitsubishi Electric Automation, Korea Bossard, IBM Korea, Emerson Process Management Korea, Endress Hauser Korea, Omron Korea, Yokogawa Electric Korea, Festo Korea, Hanwha Techwin, Hilscher Korea, etc. (In Korean alphabetical order)
## Information for Sponsorship

### Benefits for all Participating Companies

- PR booth for participating company (Location of booth will be allocated in the order of registration)
- Barcode scanner within the booth
- Company name/information desk/product display table
- 1 complimentary advertisement page within the lecture data book (Size: 210(W)x297(H)mm)
- Company name will be published (Lecture data book, website, online advertisement, etc.)
- Lunch vouchers for staff working at the event venue (No. of staff will be discussed separately)
- Database on visitors to the booth
- Lecture data book

### Individual Benefits for Sponsorship

<table>
<thead>
<tr>
<th>Entry Type</th>
<th>Benefits</th>
<th>Entry Fee</th>
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</table>
| **Platinum Exhibitor** | • Corporate banner in the event venue: produce and install corporate banner in the event venue  
• Corporate logo: banner backdrop on exhibition signboard and lecture rooms, complimentary invitation letters, advertisements, website, lecture data book, directory, etc.  
• Promotion booth size: 4.0(W)x1.5(D)x2.5(H)mm  
• Two lecture time slots: special lecture and track lecture (Lecture duration and topic to be discussed and agreed with the host)  
• Catalogue distribution for Visitors: Including max. 1,000 copies of company catalogue during the distribution of lecture book for Visitors  
• Corporate IR promotion video to be played: Up to 5 minute-long video to be played five times in total  
• Catalogue within event zone: PR materials in the official catalogue distribution desk  
• Video shooting of PR booth and lecture. Edited data will be provided (Maximum 3 minutes)  
• Free lecture reference material: 10 copies  
• Corporate promotional web banner: www.smartfactorykorea.com, www.fajournal.com (for 2 months respectively)  | US$12,000  |
| **Gold Exhibitor** | • Promotion booth size: 3.0(W)x1.5(D)x2.5(H)mm  
• One lecture time slot: afternoon track lecture (Lecture duration and topic to be discussed and agreed with the host)  
• Catalogue distribution for Visitors: Including max. 500 copies of company catalogue during the distribution of lecture book for Visitors  
• Corporate IR promotion video to be played: Up to 5 minute-long video to be played three times in total  
• Catalogue within event zone: PR materials in the official catalogue distribution desk  
• Moving Picture Service for PR: Provided (Max. 3 minutes)  
• Free lecture reference material: 5 copies  
• Corporate promotion web banner: www.smartfactorykorea.com, www.fajournal.com (for 1 month respectively)  | US$8,000  |
| **Silver Exhibitor** | • Promotion booth: 2.0(W)x1.5(D)x2.5(H)mm  
• Free lecture reference material: 5 copies  | US$5,000  |

※ The location will be allocated according to the order of application for each sponsorship zone.  
※ Deadline for application: Until all booths are booked
## Application Form

### Company Information

<table>
<thead>
<tr>
<th>Company Name</th>
<th>CEO</th>
<th>URL</th>
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<tr>
<th>Person in Charge</th>
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<td>Name</td>
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<th>Phone number</th>
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<th>Fax</th>
<th>E-mail</th>
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### Event Name

**Event Name**

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Entry Type</th>
<th>Special Discount</th>
<th>Early Application</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>SMART FACTORY KOREA SEOUL</td>
<td>□ P □ G □ S</td>
<td>10%</td>
<td>10% (~Feb. 28, 2019)</td>
<td>US$</td>
</tr>
<tr>
<td>SMART FACTORY KOREA BUSAN</td>
<td>□ P □ G □ S</td>
<td>None</td>
<td>10% (~Feb. 28, 2019)</td>
<td>US$</td>
</tr>
<tr>
<td>SMART FACTORY KOREA SEOUL</td>
<td>□ P □ G □ S</td>
<td>None</td>
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<tr>
<td>SMART FACTORY KOREA BUSAN</td>
<td>□ P □ G □ S</td>
<td>None</td>
<td>10% (~Feb. 28, 2019)</td>
<td>US$</td>
</tr>
</tbody>
</table>

### Application Description & Fees

- Please attach a copy of business license and product catalogue when submitting contract.
- The right to select exhibition booth location will be granted according to the order of entry fee payment.

### Lecture Topics & Exhibiting Items

<table>
<thead>
<tr>
<th>Event Name</th>
<th>□ SMART FACTORY KOREA SEOUL</th>
<th>□ SMART FACTORY KOREA BUSAN</th>
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<tbody>
<tr>
<td>Lecture Theme</td>
<td>□ Special Lecture</td>
<td>□ Track Lecture</td>
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<tr>
<td>Speaker</td>
<td>□ Name</td>
<td>□ Department</td>
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<td>□ E-MAIL</td>
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Our company abides by the entry regulations of SMART FACTORY KOREA 2019, and would like to apply to the event as specified above.

201 . . . .

Company name:

Representative: (Signature)

SMART FACTORY KOREA Exhibition Bureau
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