

# 2023 국제 전기전력 전시회 Electric Power Tech Korea

## Event Outcome Report

## Summary of Electric Power Tech Korea 2023

- **Promotion of Technological Advancement, Convergence, and Dissemination in the Electrical Power Sector to Generate Growth Drivers and Support Industry and Trade-Related Global Market Expansion.**
- **Convergence Exhibition on Electrical Power, Heavy Electricity, Generation, and Nuclear Power Plant Industries**
  - Participating Companies: 16 countries, 218 companies (10,348 square meters), 402 booths (including overseas buyers' section)
  - Visitors: 28,250 individuals from 16 countries (including 212 from overseas)
- **A business-focused exhibition that concurrently hosts both an exhibition and an export consultation meeting**
  - 17 overseas buyers attended (including clients, EPC, and prominent importers)
  - Performance of Exhibition Participating Companies (Including Export Consultation Meetings with Invited Overseas Buyers)

The number of consultations		Consultation Amount		Contract Promotion Amount	
Domestic	International	Domestic (in millions of won)	International (in millions of US \$)	Domestic (in millions of won)	International (in millions of US \$)
7,433	672	60,111	80.21	8,045	35.55

- **Export Consultation Meetings with Invited Overseas Buyers**
  - 37 domestic companies participated, with 149 consultations held
  - Consultation Amount: \$64.6 million
  - Contract Promotion: \$34.1 million
  - Date/Location: April 26 (Wed) to 27 (Thur), 2023 / COEX C Hall

Country	Buyer Company Name (Consultation Items)
JAPAN	ABB JAPAN(Transformers, Distribution Panels, Switchgear, Current Limiters, Power Distribution Panels)
THAILAND	HRI ENTEC(Plant Equipment for Thailand, HRSG Modules, Boilers, Dampers, Joints, Heat Exchangers, Pressure Vessels, etc), PINIJ INTERCONS Co., Ltd(Electric Motors)
INDIA	TESOP INDUSTRIAL LLC(Equipment for the Petroleum, Gas, and Thermal / Nuclear Power Business Sectors), INTEGRAL INDUSTRIAL MARKETING PRIVATE LIMITED(Pumps), OH INTERNATIONAL PVT Ltd(Export Strategy Design), POWERTRON INDIA PVT Ltd(DC Power Supply Units, Power Converters, Voltage Stabilizers, Power Adapters, etc), SCIENCE AND TECHNOLOGY PARK(Startup Incubation and Science & Technology-related Programs), MAESTROTECH SYSTEM PVT Ltd(Electrical Equipment, Battery Pack Assembly, Assembly Line Automation, etc), HYTECH(CIM, CNC SIMULATOR, HMI TRAINING KIT. etc)
MALAYSIA	HFS HEAVY INDUSTRY SDN. BHD.(Generator Construction, Tank Supply for Ships, Piping, etc) ASMAN KADIR ENGINEERING & FABRICATION SDN.(Power Plant Equipment), BHD VALOURTECH MACHINERIES SDN. BHD.(Power Plant Construction Consulting), TANJUNG BIN ENERGY POWER PLANT(Tanjung Bin Power Plant Division among MALAKOFF's operating power plants), MALAKOFF CORPOSTATION BERHAD(Operates six power plants as a subsidiary of MMC Group)
EGYPT	COMMERCIAL ADVISORY GROUP(Trade Consulting, Agency)
UAE	GLOBE ENGINEERING SUPPLIES AND SERVICES FZC(CHEMICALS, Plant Equipment, Actuators, Valves, Measurement Systems, Pipes, Fittings, Refining, etc)
SINGAPORE	YTL POWERSERAYA PTE Ltd(YTL POWER subsidiary engaged in power generation and distribution), TASER POWER PTE Ltd(Transmission, Distribution, Power Supply, and Sales)

# 1. Exhibition Overview

**Exhibition Name**

- Electric Power Tech Korea 2023

**Purpose**

- Generating growth momentum through the promotion of technological advancement and the convergence and dissemination of the electrical power sector
- Exploring global markets through industry and trade connections
- Securing the domestic market in the electrical industry and supporting the export industrialization

**Hosted by** : Korea Electric Engineers Association

**Organized by** : K.FAIRS Ltd, SEOULMESSE International Ltd, Smart & Company Ltd

**Sponsored by** : Ministry of Trade, Industry and Energy

Korea Power Exchange

Korea Electrotechnology Research Institute

Korea Energy Agency Korea Electrical Safety Corporation

Korea Electric Association

Korea Electrical Contractors Association

Korea Smart Grid Association

Korea Electrical Manufacturers' Cooperative

Korea New Excellent Product Certification Association

The Korea Institute of Electrical Engineering

The Korean Institute of Power Electronics

The Korean Institute of Electrical and Electronic Material Engineers

The Korean Institute of Illuminating and Electrical Installation Engineers

Korea Electric Wire Industry Cooperative

Korea Smart Grid Institute

**Duration**: April 26, 2023 (Wed) to April 28, 2023 (Fri), 3 days

**Location**: COEX C Hall (10,348 square meters)

**Exhibits**

- Electrical Power Equipment and Materials
- Generation and Nuclear Power Plant Equipment and Materials
- Smart Grid and Related Systems
- LED Lighting and ESS-Related Devices
- Electric Vehicle Charging Stations
- Electrical Safety and Quality Management Equipment

**Exhibition Certification Status**

- Certified as an International Exhibition by the Ministry of Trade, Industry and Energy for 10 Consecutive Years

□ **Event History and Achievements**

○ **Event History**

Category	Exhibition Period	Venue
2003	2003. 04. 8 ~ 2003. 04. 11(4days)	COEX Indoyang Hall
2004	2004. 04. 20 ~ 2004. 04. 22(3days)	COEX Indoyang Hall
2005	2005. 04. 13 ~ 2005. 04. 15(3days)	COEX Pacific Hall
2006	2006. 04. 26 ~ 2006. 04. 28(3days)	COEX Indoyang Hall
2007	2007. 04. 18 ~ 2007. 04. 20(3days)	COEX Atlantic Hall
2008	2008. 05. 14 ~ 2008. 05. 16(3days)	COEX Atlantic Hall
2009	2009. 05. 20 ~ 2009. 05. 22(3days)	COEX Atlantic Hall
2010	2010. 05. 18 ~ 2010. 05. 20(3days)	COEX C Hall
2011	2011. 05. 18 ~ 2011. 05. 20(3days)	COEX A Hall
2012	2012. 05. 09 ~ 2012. 05. 11(3days)	COEX A Hall
2013	2013. 05. 08 ~ 2013. 05. 10(3days)	COEX A Hall
2014	2014. 05. 28 ~ 2014. 05. 30(3days)	COEX C Hall
2015	2015. 05. 13 ~ 2015. 05. 15(3days)	COEX A Hall
2016	2016. 05. 11 ~ 2019. 05. 13(3days)	COEX C Hall
2017	2017. 05. 10 ~ 2017. 05. 12(3days)	COEX C Hall
2018	2019. 05. 30 ~ 2019. 06. 01(3days)	COEX B Hall
2019	2019. 05. 29 ~ 2019. 05. 31(3days)	COEX C Hall
2022	2022. 05. 18 ~ 2022. 05. 20(3days)	COEX C Hall
2023	2023. 04. 26 ~ 2023. 04. 28(3days)	COEX C Hall

\* COEX Exhibition Venue Name(2010) : Pacific Hall→A Hall, Indoyang Hall→B Hall, Atlantic Hall→C Hall

○ **Event Achievements**

Category	Exhibition Area	Exhibitor Number			Visitor Number		
		Domestic (Companies)	International (Companies)	Total (Companies)	Domestic (People)	International (People)	Total (People)
2003	3,375m <sup>2</sup>	54	8	62	9,839	62	9,901
2004	3,645m <sup>2</sup>	60	8	68	10,668	103	10,771
2005	3,888m <sup>2</sup>	68	9	77	12,663	368	13,031
2006	4,365m <sup>2</sup>	108	28	136	14,849	382	15,231
2007	5,184m <sup>2</sup>	181	49	230	17,674	421	18,095
2008	10,348m <sup>2</sup>	198	43	241	23,240	895	24,135
2009	10,348m <sup>2</sup>	179	73	252	24,199	1,112	25,311
2010	10,348m <sup>2</sup>	180	91	271	24,462	1,295	25,757
2011	10,368m <sup>2</sup>	171	92	263	24,545	1,368	25,913
2012	10,368m <sup>2</sup>	175	95	270	24,909	1,415	26,324
2013	10,368m <sup>2</sup>	193	105	298	26,897	1,518	28,415
2014	11,068m <sup>2</sup>	214	126	340	28,186	1,652	29,838
2015	10,348m <sup>2</sup>	223	139	362	29,807	1,714	31,521
2016	10,348m <sup>2</sup>	230	142	372	30,228	1,785	32,013
2017	10,348m <sup>2</sup>	242	146	388	30,553	1,792	32,345
2018	8,010m <sup>2</sup>	246	148	394	34,315	1,853	36,168
2019	10,348m <sup>2</sup>	256	156	412	35,974	1,866	37,840
2022	10,348m <sup>2</sup>	192	54	246	27,264	165	27,429
2023	10,348m <sup>2</sup>	182	36	218	28,038	212	28,250

**Opening Ceremony: April 26, 2023 (Wed) at 11:00 AM, COEX C Hall**

Time	Venue	Event Content
10:40 ~ 10:55	VIP Room (COEX Main Building 1st Floor)	Consultation
10:55 ~ 11:00	VIP Room (1st Floor) → Opening Ceremony Venue (3rd Floor, C Hall)	Move to Opening Ceremony Venue
11:00 ~ 11:05	C Hall Entrance (C1, C2)	Introduction of Distinguished Guests
11:05 ~ 11:10		<b>Welcome Address and Speeches</b>
11:10 ~ 11:13		<b>Ribbon Cutting</b>
11:13 ~ 11:15		Exhibition Overview Briefing
11:15 ~ 11:50	C Hall	<b>Exhibition Tour</b>
11:50 ~ 11:55	<b>Guests' Move to the Luncheon Venue</b>	
11:55 ~ 13:30	COEX Conference Room	<b>Guest Luncheon</b>

## 2. Exhibition Setup and Operation

### A) Korea Electric Power Corporation and Six Power Generation Companies Cooperative Small and Medium-sized Enterprises Pavilion

- Purpose of Operation** : To support overseas market development for cooperative small and medium-sized enterprises related to smart grids, transmission and distribution, power generation and nuclear power, and land and offshore wind power plants.
- Eligible Participants**: Manufacturers of materials related to smart grids and transmission and distribution, materials related to power generation and nuclear power plants, and materials related to land and offshore wind power from cooperative small and medium-sized enterprises.
- Support Criteria**
- Korea Electric Power Corporation (KEPCO) Cooperative Small and Medium-sized Enterprises: Rental fee up to 50% for each booth, up to 1 booth per company
  - Six Power Generation Companies Cooperative Small and Medium-sized Enterprises: Rental fee up to 75% for each booth, up to 2 booths per company
- Operational Results**
- Hosted by: Korea Electric Power Corporation and Korea Southern Power Co., Ltd. (Joint participation of the six power generation companies)
  - Scale
    - KEPCO Promotion Pavilion: 10 booths, 120 square meters (3m×4m×10booths)
    - KEPCO Cooperative Small and Medium-sized Enterprises: 27 companies, 38 booths, 456 square meters (3m×4m×38 booths)
    - Six Power Generation Companies Promotion Pavilion: 6 booths, 72 square meters (3m×4m×6 booths)

- Six Power Generation Companies Cooperative Small and Medium-sized Enterprises:  
55 companies, 80 booths, 960 square meters (3m×4m×80 booths)

○ Support:

Korea Electric Power Corporation: KRW 48,600 million

Six Power Generation Companies: KRW 216,000 million

(KRW 36,000 million per power generation company)

**Participating Company Performance :**

**Consultation Amount: \$66.42 million / Potential Contract Amount: \$33.38 million**

○ Korea Electric Power Corporation (KEPCO) Cooperative Small and Medium-sized Enterprises:

Consultation Amount: \$18.52 million / Potential Contract Amount: \$9.28 million

○ Six Power Generation Companies Cooperative Small and Medium-sized Enterprises:

Consultation Amount: \$47.90 million / Potential Contract Amount: \$24.10 million



**B) Electric Power and Smart Grid Pavilion**

Target Participants: Companies related to electric power, smart grid, medium voltage, and renewable energy.

Participating Companies: Examples include KEPCO KDN, OpTic Power Technologies, and others.

Scale: 105 companies with 180 booths.



### C) Energy Storage System (ESS) Pavilion

- Target Participants: Companies specializing in Energy Storage Systems (ESS)
- Participating Companies: Such as Ion and TUEST
- Scale: 6 companies with 20 booths



### D) Electrical Safety and Power Quality Pavilion

- Target Participants: Companies involved in electrical safety inspection and diagnosis, power quality improvement, and power system analysis.
- Participating Companies: Examples include PLESI Korea and Woori Total Measuring Instrument.
- Scale: 23 companies with 45 booths.



### E) Overseas Participants Pavilion

- Target Participants: Overseas companies directly or indirectly participating
- Participating Companies: Examples include Testo Korea (Germany) and Korea Yokogawa Electric (Japan)
- Scale: 36 companies with 49 booths



**F) Electric Vehicle Charging Infrastructure Promotion Pavilion**

- Target Participants:** Companies related to electric vehicle chargers and infrastructure facilities
- Participating Companies:** Such as Korea Alpuck and Sears
- Scale:** 4 companies with 13 booths.





### 3. Statistical Data

#### A) Buyer and Visitor Status

Domestic and International Visitor Status  By Date

Category	Attendees	Percentage
<b>Domestic Buyer</b>	<b>24,365</b>	<b>86.2</b>
Domestic Public	3,673	13.0
Overseas Buyers	212	0.8
Total	28,250	100.0

Category	Attendees	Percentage
2023.4.26(Wed)	9,887	35.0
<b>2023.4.27(Thur)</b>	<b>10,735</b>	<b>38.0</b>
2023.4.28(Fri)	7,628	27.0
Total	28,250	100.0

By Visitor Purpose

Category	Attendees	Percentage
Information Gathering	8,785	31.1
<b>Purchasing Consultation</b>	<b>10,820</b>	<b>38.3</b>
Market/New Product Research	4,831	17.1
General Visitation	2,317	8.2
Other	1,497	5.3
Total	28,250	100.0



**B) Participating Company Status**

Types of Participating Companies

Category	Responding Companies
<b>Export</b>	<b>97</b>
Manufacture	52
Agency	31
Import	24
Other	14
Total	218

Reasons for Attendance

Answer	Responding Companies
<b>New Product</b>	<b>136</b>
Market Expansion	48
Sales Activities and Promotion	70
Seeking Collaborative Partners	8
Technology Partnership with Foreign Companies	20
Other	10
Total	292

Participation Plan for Domestic Exhibitions in 2024

Answer	Responding Companies
<b>2 times</b>	<b>100</b>
1 time	91
More than 3 times	10
Not attending	17
Total	218

Participation Plan for Overseas Exhibitions in 2024

Answer	Responding Companies
<b>Not attending</b>	<b>104</b>
2 times	30
1 time	76
More than 3 times	8
Total	218



### C) Survey of Participating Companies

**Contact with Key Customers**

Answer	Responding Companies
<b>Yes</b>	<b>199</b>
No	19
Total	218

**Key Consultation Results Regarding Purchases**

Answer	Responding Companies
<b>Yes</b>	<b>188</b>
No	30
Total	218

**Achievement of Exhibition Participation Objectives**

Answer	Responding Companies
Exceeds expectations	73
<b>Meets expectations</b>	<b>125</b>
Average	14
Below expectations	6
Total	218

**Standard of Exhibition Visitors**

Answer	Responding Companies
Very satisfied	73
<b>Satisfied</b>	<b>122</b>
Average	18
Below expectations	5
Total	218

## 4. Promotion Status

**Media Promotion Status**

**Online Media Advertising**

- Operation of the official event website (www.electrickorea.org)

**Email Promotion**

- Content: Newsletter production and distribution
- Target: Existing visitor database of 100,000, Electric Network member database of 200,000

**Advance Registration Notification SMS**

- Content: Advance registration SMS notification
- Target: Pre-registered visitor database of 50,000, Association member company database of 100,000

**Exhibitor Invitation Card Distribution**

- Content: Mobile invitation card distribution to key customers of exhibitors, supported on the official website
- Target: Key customers of exhibitors (300 per company)

**YouTube Advertising**





- Duration: Undecided
- YouTube Ad URL : <https://www.youtube.com/watch?v=1aXumygmU4o>
- Total Exposure : 812,051 Views
- Total Views: 339,125 Views
- View Rate: 41.76%

## 5. Scheduled Buyers Status and Consultation Items

Country	Buyers	Consultation Items	Classification
Japan	ABB JAPAN	<ul style="list-style-type: none"> <li>•Distribution Panel</li> <li>•Automatic Control System</li> <li>•Power Changeover Switch</li> <li>•Power Conversion Device</li> </ul>	Transmission & Distribution
Malaysia	ASMAN KADIR ENGINEERING & FABRICATION	<ul style="list-style-type: none"> <li>•Insulation Cap</li> <li>•Power Changeover Switch</li> <li>•Expansion Joint</li> </ul>	Generation, Transmission & Distribution
Malaysia	HFS HEAVY INDUSTRIES	<ul style="list-style-type: none"> <li>•Electric Dust Collector</li> <li>•Fault Prediction System</li> <li>•Wear-Resistant Coating</li> </ul>	Transmission & Distribution
Thailand	HRI ENTEC	<ul style="list-style-type: none"> <li>•Expansion Joint</li> <li>•Wear-Resistant Coating</li> </ul>	Transmission & Distribution
India	HYTECH	<ul style="list-style-type: none"> <li>•Automatic Dust Collector</li> </ul>	Transmission & Distribution
India	INTEGRAL INDUSTRIAL MARKETING	<ul style="list-style-type: none"> <li>•Insulation Cap</li> <li>•Substation System Speedbar</li> </ul>	Transmission & Distribution
India	MAESTROTECH SYSTEMS	<ul style="list-style-type: none"> <li>•Laser Label Printer</li> <li>•Data Security Equipment</li> </ul>	Transmission & Distribution
Malaysia	MALAKOFF CORPORATION	<ul style="list-style-type: none"> <li>•Expansion Joint</li> <li>•Solar Power Generation Equipment</li> <li>•Lubricating Oil</li> </ul>	Generation, Transmission & Distribution
India	OH INTERNATIONAL	<ul style="list-style-type: none"> <li>•Insulation Cap</li> </ul>	Transmission & Distribution
Thailand	PINIJ INTERCONS	<ul style="list-style-type: none"> <li>•Seismic Cable Tray System</li> <li>•SPD, Signal Converter</li> <li>•Distribution Panel Manufacturing</li> </ul>	Transmission & Distribution
India	POWERTRON INDIA	<ul style="list-style-type: none"> <li>•Firefighting Equipment</li> <li>•Electric Vehicle Charger</li> <li>•Speed Bar</li> </ul>	Firefighting Electric Vehicle
Malaysia	TANJUNG BIN ENERGY POWER PLANT	<ul style="list-style-type: none"> <li>•Monitoring and Control Monitoring System</li> <li>•Discharge Electrode, Dust Collector Electrode, Electric Dust Collector</li> <li>•Power Changeover Switch</li> <li>•Automatic Dust-Suction Mat</li> </ul>	Transmission & Distribution
Singapore	TASER POWER-YTL POWER SERAYA	<ul style="list-style-type: none"> <li>•Speed Bar</li> <li>•Flexible Coupling</li> </ul>	Transmission & Distribution
India	TESOP INDUSTRIAL	<ul style="list-style-type: none"> <li>•Speed Bar</li> <li>•Redundant Power Changeover Switch</li> <li>•Insulation Cap</li> <li>•Distribution Panel Manufacturing</li> </ul>	Transmission & Distribution

Malaysia	VALOURTECH MACHINERIES	<ul style="list-style-type: none"> <li>•Redundant Power Changeover Switch</li> <li>•Manual Valve</li> <li>•Solar Power Generation</li> <li>•Bearing</li> </ul>	Generation, Transmission & Distribution
Singapore	YTL POWERSERAYA (YTL GROUP)	<ul style="list-style-type: none"> <li>•EP, Bag Filter</li> <li>•Solar Panel Cleaning</li> <li>•Seismic Cable Tray System</li> <li>•Power Plant Safety-rated Valve</li> <li>•Electrical Circuit Switching Device</li> </ul>	Generation, Transmission & Distribution

## 5. Contact Information

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