

2021 KOREA ONLINE MARITIME TRADE SHOW E-brochure

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2021. 06. 28 ~ 07. 02

www.komts.kr



In June 2021, we will once again hold an online exhibition with KOMTS's unique program and accumulated experience on digital exhibition.

Last October 2020, Korea Online Maritime Trade Show ('KOMTS') drew a lot of attention by establishing a digital exhibition hall for the first time in the industry.

People in the shipbuilding and marine industry worldwide are experiencing difficult times to this day because of COVID-19. Under these concerns, 2021 KOMTS will resolve the concerns of the people in the industry providing a new way to connect with the world.

We would like to host a professional and cooperative exhibition from the companies' point of view, in order to create a lively shipbuilding and marine industry market again.

Ocean Business for V-nomics

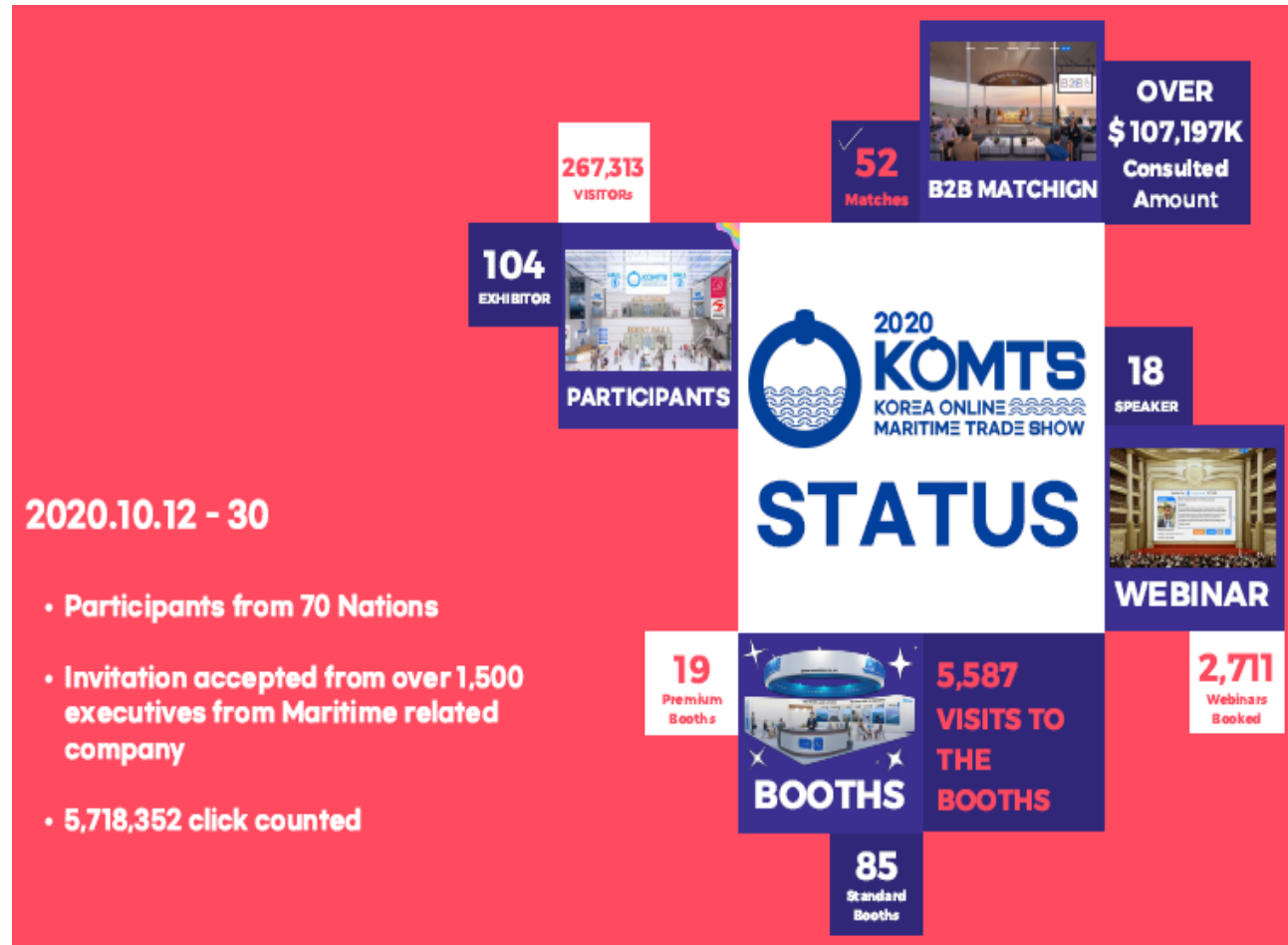
A slogan chosen to state that KOMTS will take the initiative for the future economy of the shipbuilding and marine industry that is changing as every area of economy, society, and politics are becoming untact due to COVID-19.

GREENSHIP

A theme chosen to expand the eco-friendly vessel business in response to the continuous reinforcement of shipping sector's environmental regulations such as the International Maritime Organization (IMO)'s green house gas reduction strategy.

Exhibition Outline

Event Name	2021 KOREA ONLINE MARITIME TRADE SHOW
Place	www.komts.kr
Period	2021.06.28 ~ 07.02(Period can be extended per request from participating companies)
Host	Ministry of Science and ICT / Ulsan Metropolitan City / National IT Industry Promotion Agency / Ulsan ICT Industry Promotion Agency
Estimated Size	Over 300 booths, domestic and foreign / Participation of 70 countries from around the world



2020 KOMTS RESULT

01. Opened the 1st Digital Exhibition Hall in the Shipbuilding and Marine Industry

Gathered a lot of attention from domestic and foreign corporate parties with 3D modeled digital booth design.

02. Provide a valuable alternative Meetings and Contracts Were Impossible due to COVID-19

Using the ZOOM online video conferencing program, over 50 cases of 1:1 B2B Matching was achieved. One of the most remarkable a large Greek shipowner company and an Ulsan company signed a MOU worth \$100 million .

03. Supporting follow-up programs through KOMTS platform

KOMTS secretariat held an online conference regarding LNG propulsion vessel remodeling business.

WHY YOU NEED TO BE PART OF KOMTS

Professional 1:1 B2B Matching

- Analyze the company and their products in depth to match suitable domestic and foreign buyers and provide addition business development service
- Even after the meeting, provide follow-up support until the contract stage

Online Marketing Through SNS

- Lively online marketing through SNS such as Kakao Talk, YouTube, LinkedIn, and Facebook
- Building corporate brand awareness not only through company introduction but also with KOMTS's own marketing

Informative Lectures from People from the Shipbuilding and Marine Industry

- Inviting famous international people from the shipbuilding and marine industry to hold in-depth lectures about the current status and future prospects of the industry

Offline Marketing through Domestic and Foreign Professional Media

- Offline marketing through professional media such as various domestic and foreign shipbuilding and marine specialized daily newspapers and foreign press

03. WHY 2021 KOMTS

1) Digital Virtual Booth

KOMTS optimizes the product display on able to customize digital booths building that company awareness, increase preference for potential clients, global business partner providing effective business opportunities.



**STANDARD
BOOTH**



**GOLD
BOOTH**



**PREMIUM
BOOTH**



**CUSTOM
BOOTH**

2) Professional 1:1 B2B Matching

With KOMTS's special know-how customized to the needs of foreign buyers, we provide professional matching services supporting domestic firms to speak directly with foreign buyers. This B2B matching program has achieved 52 cases in the 2020 KOMTS and worth \$107,197k of negotiated value.

1 Buyer's B2B Registration

Overseas buyers who want B2B matching will sign up for B2B matching through KOMTS.

2 Buyer Demand and Company Analysis

When the exhibition secretariat confirms the B2B application details, the secretariat analyzes the demand and company of the confirmed buyer.

3 Analyzing Exhibition Booth Companies for Matching

We perform a company analysis to search for exhibition booth companies suitable for matching based upon the buyer company's analysis.

4 Adjusting Schedule of Buyer & Exhibition Booth Company for Confirmed Matching

When appropriate matching is searched, information regarding schedule and interests is delivered to each buyer and exhibition booth company to set the schedule.

5 Send ZOOM Invitation Link when Schedule is Confirmed

When the schedule of the buyer and exhibition booth company has been set, the exhibition secretariat sends the ZOOM invitation link for the video conference. When both parties reply by pressing the accept button, the matching is confirmed and they attend the video conference.

3) Informative Lectures from People from the Shipbuilding and Marine Industry

During the exhibition period, KOMTS plans to hold a WEBINAR (WEB+SEMINAR) from domestic and foreign experts regarding global market prospects of the shipbuilding and marine plant industry and alternative energy such as eco-friendly LNG vessels, LNG, hydrogen and ammonia.

2020 KOMTS WEBINAR SPEAKERS



Ytzhak Rozenberg
Atlantium Technologies
CTO



Raouf Kattan
Safinah Group Principal
Consultant



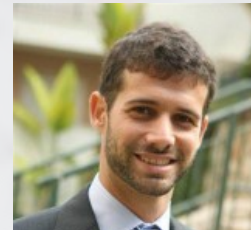
Svein Grandum
Innovation Norway
Director Seoul Office



Je-Hyoung Cho
RIMS
Headquarters Director



Joy Basu
Smart Ship Hub.SG
CEO & Director



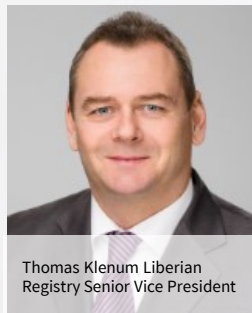
Nicolas Bialystocki
Antares Maritime
Marin Engineer



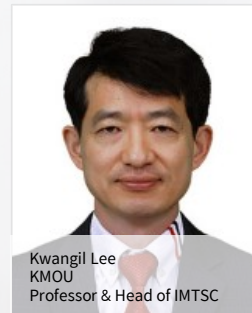
Davide Scalia
Namaka Consulting
CEO



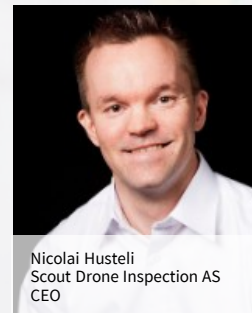
Ludovic Gerard
AYRO
CEO



Thomas Klenum
Liberian Registry Senior Vice President



Kwangil Lee
KMOU
Professor & Head of IMTSC



Nicolai Husteli
Scout Drone Inspection AS
CEO



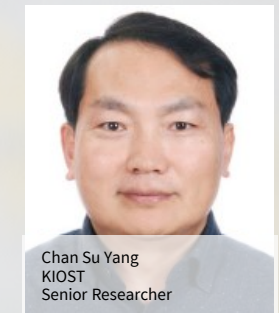
Jung-Chul Bae
KOMERI
President



Park Min Won
GCSIC
Industry Innovation Designer



R Srinivas
Indian Register of Shipping
Vice President



Chan Su Yang
KIOST
Senior Researcher

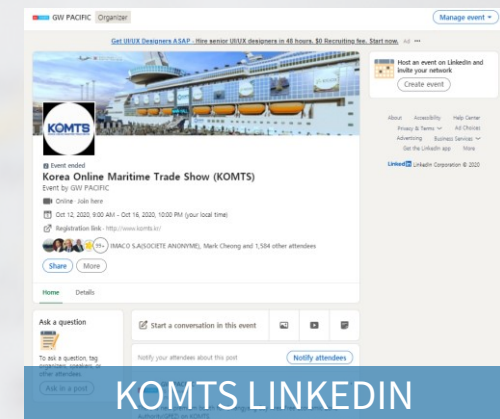
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03. WHY 2021 KOMTS



4) ONLINE/OFFLINE MARKETING

KOMTS takes the initiative in promoting corporate brands through various medium of KOMTS's unique network. KOMTS makes active use of SNS suitable for the contact-free era, such as the nation's industry related organizations, LinkedIn group, email, WhatsApp, and Facebook. Furthermore, it conducts marketing through banners such as forums of related industry, articles, and newsletters.

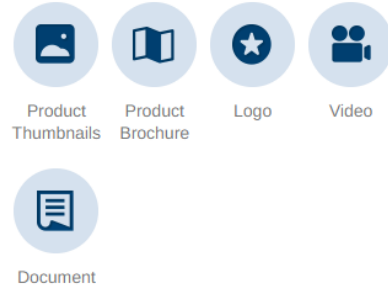


04. KOMTS BOOTH PREVIEW



**STANDARD
BOOTH**

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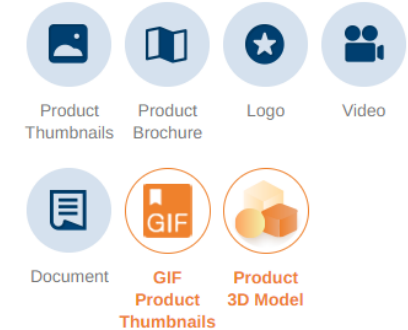
| **BOOTH TYPE** STANDARD TYPE(S size)

| **PRICE** USD 500



**PREMIUM
BOOTH**

| CONTENTS



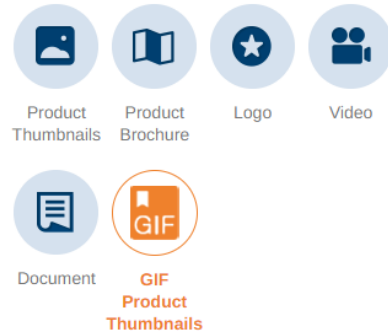
| **BOOTH TYPE** 3D TYPE(L size)

| **PRICE** USD 2,000



**GOLD
BOOTH**

| CONTENTS



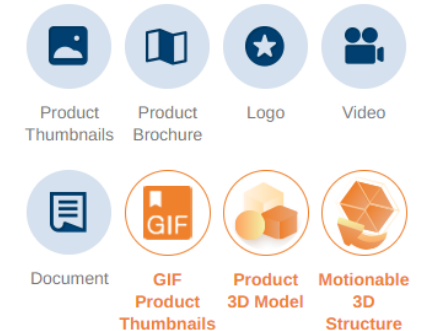
| **BOOTH TYPE** 3D TYPE(M size)

| **PRICE** USD 1,000



**CUSTOM
BOOTH**

| CONTENTS



| **BOOTH TYPE** Motionable 3D TYPE(Custom)
*Made According to Customer Requests

| **PRICE** Individual Inquiry

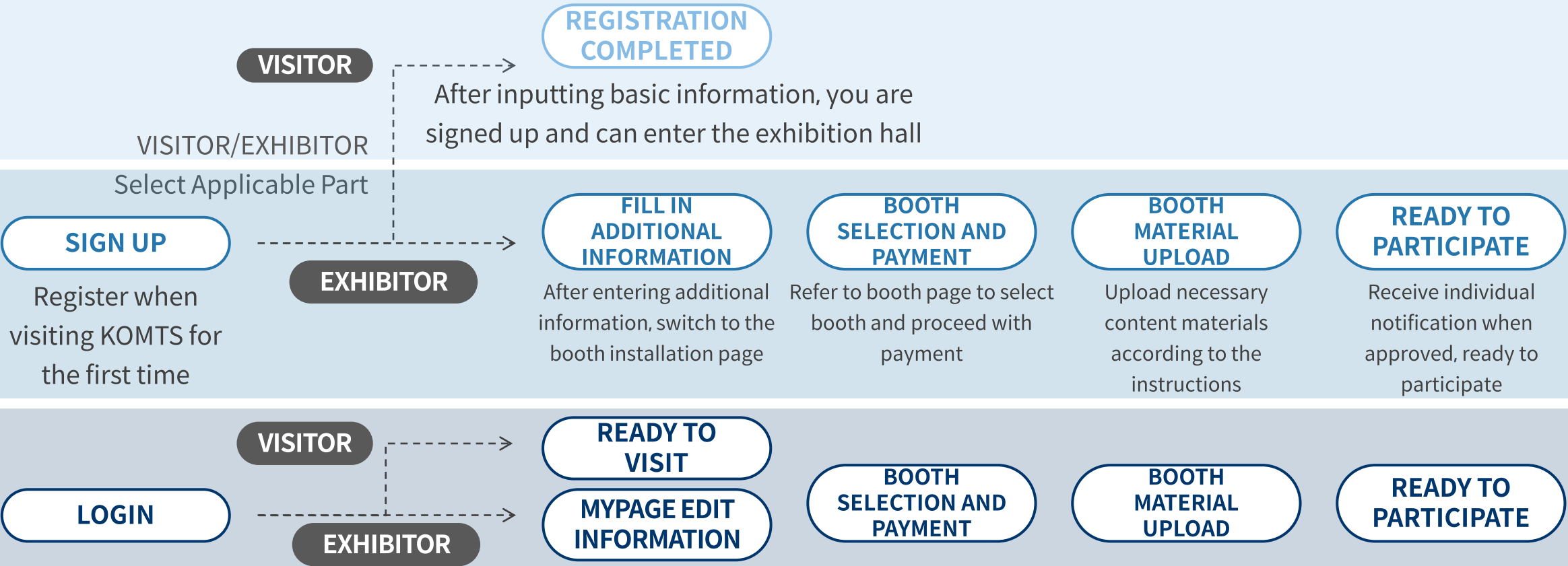
05. KOMTS SPONSORSHIP INTRODUCTION

CLASSIFICATION	SILVER	GOLD	PREMIUM
BOTTOM OF HOMEPAGE LOGO EXPOSURE	0	0	0
KOMTS NEWSLETTER LOGO EXPOSURE		0	0
KOMTS INVITATION LOGO EXPOSURE		0	0
KOMTS POSTER LOGO EXPOSURE		0	0
KOMTS AUTO-RESPONSE MAIL LOGO EXPOSURE		0	0
KOMTS YOUTUBE VIDEO LOGO EXPOSURE	0	0	0
KOMTS BROCHURE LOGO EXPOSURE	0	0	0
2021 KOMTS COMPANY INVITATION PRODUCTION	0	0	0
BOOTH DB REPORT PRODUCTION			0
KOMTS LINKEDIN INTRODUCTION PAGE EXPOSURE			0
KOMTS KAKAOTALK CHANNEL INTRODUCTION PAGE EXPOSURE			0
BOOTH GUIDEMAP COMPANY LOGO EXPOSURE			0
PRICE	*For price inquiries, contact the KOMTS office.		

*The contents of the sponsorship program may change depending on external, internal conditions.

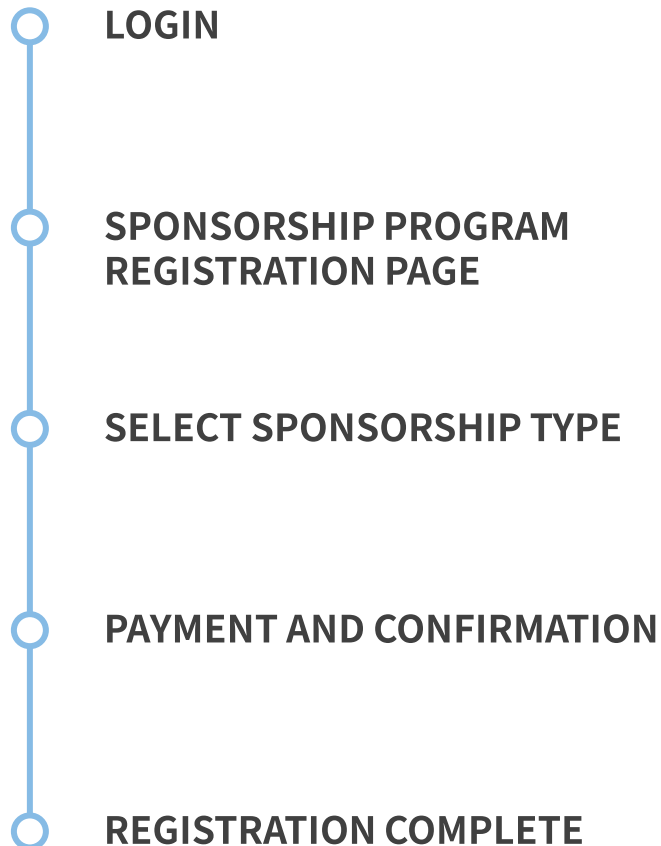
*For detailed information, contact the KOMTS office

2021 KOMTS
REGISTRATION PROCESS

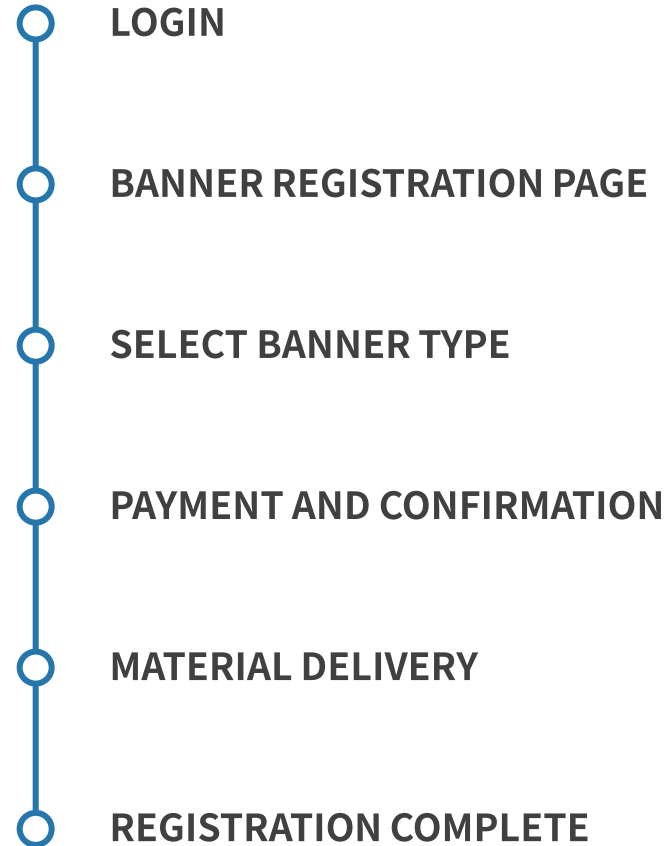


07. KOMTS PROGRAM REGISTRATION(SPONSORSHIP/BANNER/WEBINAR)

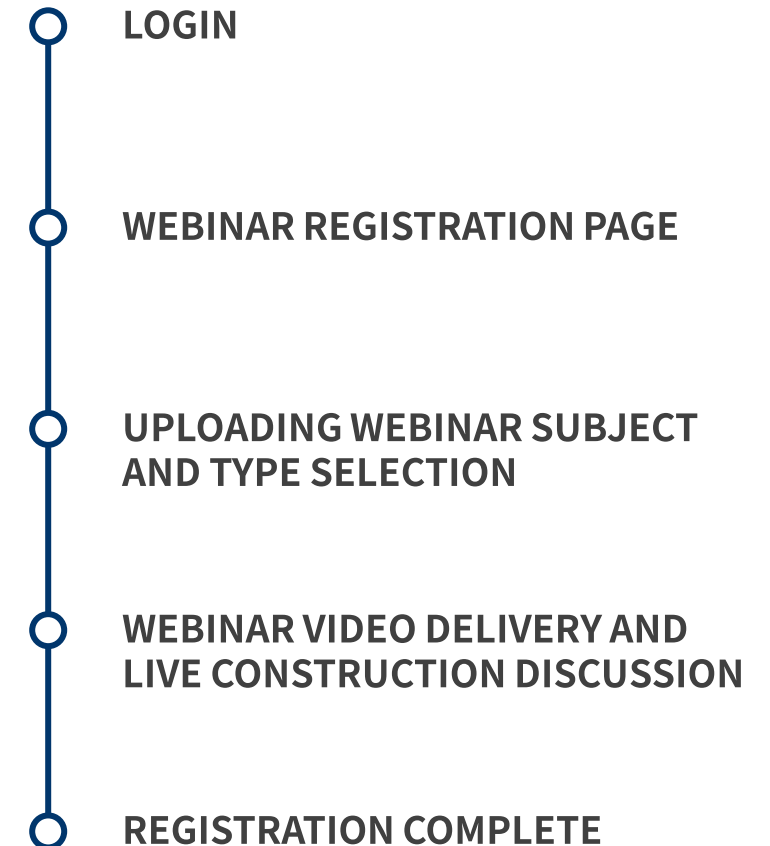
SPONSORSHIP PROGRAM REGISTRATION PROCEDURE

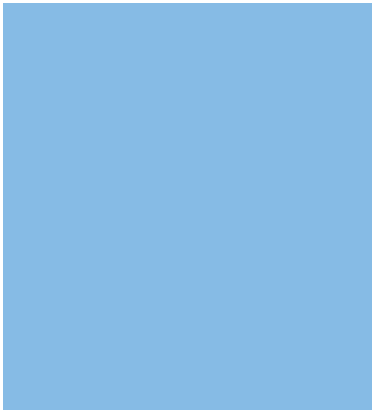


BANNER REGISTRATION PROCEDURE

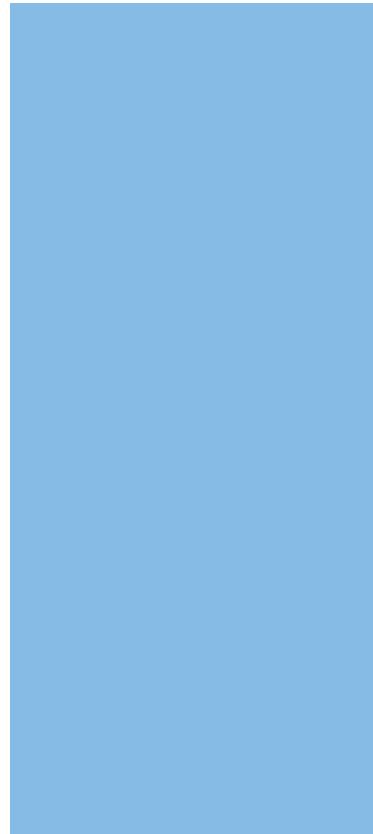


WEBINAR PROGRAM REGISTRATION PROCEDURE





2021
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