

IGF 2013
IMPORT
GOODS
FAIR
www.igf.co.kr



IMPORT GOODS FAIR 2013



IMPORT GOODS FAIR 2013

Organizer

Korea Importers Association (KOIMA)

Sponsor

Ministry of Knowledge Economy

Supporters

Korea International Trade Association
Korea Trade - Investment Promotion Agency
Foreign Embassies in Korea

June 26~28, 2013
HALL A / COEX / KOREA

Koima Korea Importers Association

218, Hankangro 2-ka, Yongsan-ku, 140-875, Seoul, Korea www.koima.or.kr
Tel : 82-2-792-1581(Ext : 231#, 220#) / Fax : 82-2-798-5461

Introduction ●●●

KOIMA has organized the Import Goods Fair (IGF) annually since 2003. The IGF has been successfully designed and hosted with the support and participation of the Ministry of Knowledge Economy and the Ministry of Foreign Affairs and Trade, as well as many foreign embassies in Korea.

KOIMA is the only private organization with 42 years of experience in the promotion of imports into Korea. The IGF is intended to help the foreign manufacturers and suppliers by providing opportunities to introduce and advertise their famous brands and quality products to Korean importers and consumers.

In the past ten years since its inception, over 1,450 exhibitors from around the world have used the IGF as a platform to introduce their products to the Korean market. Last year (2012), approximately 1,200 items were exhibited, representing a variety of industries such as: Food & beverage, Children's items, Home decoration items, Bathroom supplies, Jewelry & accessories, Sports & leisure items, Electric & electronic appliances, Vehicles, Tools, Daily necessities, Trade & travel service

IMPORT GOODS FAIR 2013



▷ What makes IGF distinct?

→ The only Import-centered Fair in Korea.

This is the 11th Import Goods Fair hosted by KOIMA, your doorway to the Korean Import market.

→ The Korea Importers Association, specializing in import promotion, organizes the Import Goods Fair under the sponsorship of the Korean government.

→ We provide a platform for both foreign and local companies participating in the Import Goods Fair to be able to find business partners.

This is a great opportunity to make business connections with importers and distributors.

→ We provide consumers with an opportunity to expose themselves to a wider range of choices by displaying foreign quality products.

Research your product preferences and expand your business with distributors.

▷ Exhibition Overview

→ Title	Import Goods Fair 2013 (IGF 2013)
→ Exhibition Period	June 26th~28th, 2013 (10:00-18:00)  Closing time at 17:00 on the 28th
→ Venue	Hall A, COEX, Seoul, Korea
→ Organizer	Korea Importers Association (KOIMA)
→ Sponsor	Ministry of Knowledge Economy
→ Supporters	Korea International Trade Association Korea Trade - Investment Promotion Agency Foreign Embassies in Korea



▷ Exhibits

Categories	Items
Food & beverage	Processed foods, Beverages, Wine & spirits, Confectionery & candy, etc.
Children's items	Toys, Room decoration items, Clothes & shoes, Foodstuffs, Baby strollers & carriers, etc.
Home decoration	Furniture, Table & kitchenware, Home textiles, Bedding articles, Lighting, Wall hangings, Gift & crafts, DIY items, etc
Bathroom supplies	Toiletries, Bathroom & accessories, Air fresheners, Soaps, etc.
Jewelry & accessories	Costume & fashion jewelry, Clocks & watches, Eyewear, Bags, etc.
Sports & leisure items	Outdoor equipment, Sports shoes, Other sports items & equipment
Electric & electronic appliances	Personal appliances, Kitchen appliances, and other appliances
Vehicles	Automobile, Motorcycle, etc.
Tools	Electric tools, Hand tools, other household tools
Daily necessities	Men & women's clothes, Shoes, Leather products, Gift items, Cosmetics & beauty-care products, Stationery & office supplies
Trade & travel service	Organizations related to trade, Logistics and travel

※Other items may also be exhibited.

▷ Who should participate

- 1. Companies looking for importers to enter the Korean market.
- 2. Companies that want to promote a new product line and find business connections for distribution in the Korean market.
- 3. Companies that want to investigate consumer preferences on certain products.

▷ Exhibition hall layout / Seminars / Event

- Exhibition hall Country/continent pavilion, Business center, Showcase room, Catalog show room, Product experiment and sampling room.
- Events Opening ceremony, Products presentation, Events for visitors.
- Seminars Trade policy & market prospect of Korea, A forum regarding economic cooperation & expanding trade, A business meeting with commercial counselors, A lecture for establishing import business.

▷ Promotion Plan

- Media advertisement TV, Radio, Newspaper, Tabloid ads, Subway ads, News release.
- Online promotion Internet homepage, Online ads, Blogs in webportal, News letter, e-mail promotion.
- Buyer promotion Telemarketing and invitation letter to qualified buyers.

▷ Booth introduction

Standard booth	A-type	\$ 2,000 / 9m ²	Space only	\$ 1,600 / 9m ² (Minimum 36m ²)	
	B-type	\$ 2,100 / 9m ²			
	C-type	\$ 2,200 / 9m ²			
Details		<ol style="list-style-type: none"> 1. One information desk 2. One folding chair 3. 3~5 spotlights 4. Power socket 5. Fascia board and carpet 6. Two-sided or three-sided walls 	Exhibitors will arrange their own booths "For Space only", Exhibitors, requiring additional stand fittings for their space, have to hire a officially appointed contractor by COEX.		

Image of A-type booth



Image of B-type booth



Image of C-type booth



▷ Discount policy

Classification	Early bird		Group		
	Till 31 Dec 2012	Till 31Jan 2013	4~9 booths	10~19 booths	More than 20 booths
Basic Rate	20%	10%	10%	15%	20%

▷ Application and Payment

- Application Application documents can be submitted online, by post, by e-mail, or by fax. 50% of the booth fee should accompany the application.
- Documents Application Form, One copy of the deposit slip, Pictures of exhibits (ai, psd, jpg file format).
- Deadline April 26, 2013. (Applications may be closed before the deadline if all booths are fully booked)
- Payment 50% deposit of the participation fee and/or relevant stand charges must be paid at the time of the application by the exhibitor and the balance shall be paid not later than April 26, 2013.

Bank Shinhan Bank, Parktower Br.(SWIFT Code : SHBKKRSE)
 Account No 180-001-810830
 Beneficiary Korea Importers Association (KOIMA)
 218 Hangkangro 2-ka, Yongsan-ku, 140-875, Seoul, Korea

※ The organizer will assign booths on a first come first serve basis.
 (The Organizer has the right to assign space accordingly)

▶ IMPORT GOODS FAIR 2012 REPORT



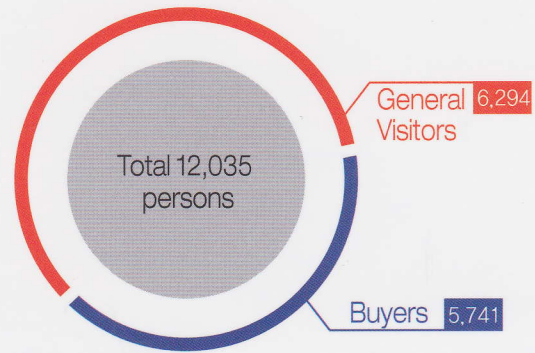
- Period June 4(Mon) ~ 6(Wed), 2012
- Venue Hall B, COEX, Seoul, Korea
- Visitors 12,035 persons
- Scale 4,669m², 200 booths



Exhibitors

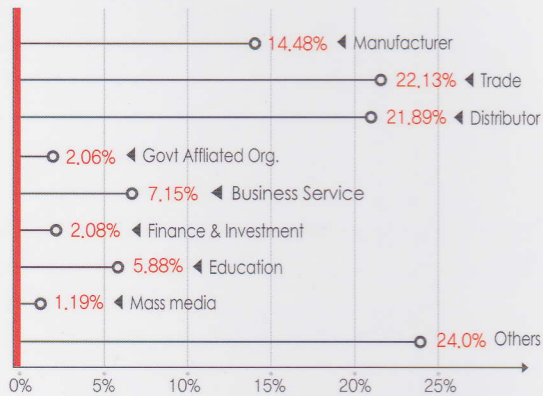


Visitors

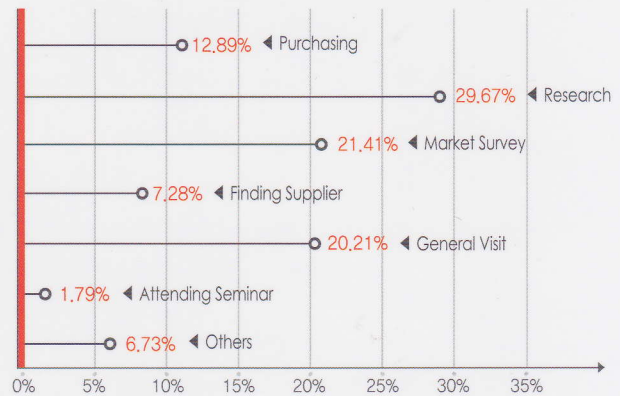


▶ Visitors statistics of IGF 2012

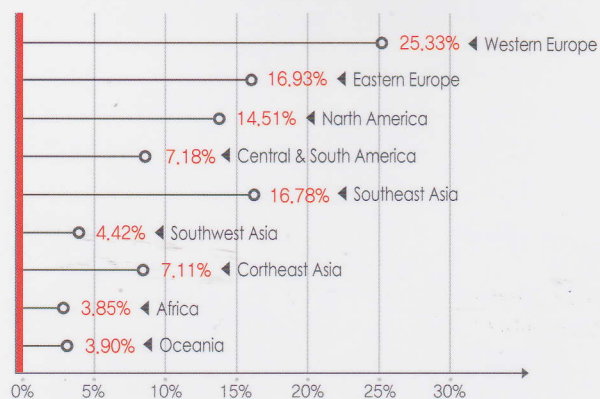
Classification of industry



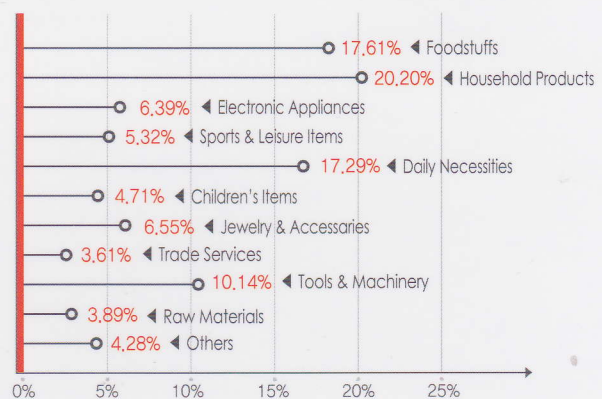
Purpose of visit



Countries of interests from visitors



Business field of interests from visitors





IMPORT GOODS FAIR 2013

June 26 ~ 28, 2013 / HALL A / COEX / KOREA

▷ Main Activities of KOIMA

- Introduces Reliable Overseas Trading Partners and Commodities
 - Dispatches overseas trading missions(5~6 times a year).
 - Holds business meetings between foreign embassies in Korea and member companies.
 - Offers KOIMA market research service to find a business partner in Korea.
 - Directs KOIMA's honorary representatives abroad.
 - Provides training program assistance for developing countries.
- Provides Up-to-Date Information
 - Provides e-market place(www.import.or.kr).
 - Provides International raw material prices and news.(www.koimaindex.com)
 - Publishes a monthly magazine 'Import' dealing with import trends.
 - Holds seminars & Forums to provide a variety of information to CEOs of member companies.
 - Information exchange with major economic organizations overseas.
- Provides Services to Support Members
 - Provides preferential services(DHL, Airlines and hotel etc.).
 - Manages trade consultation.
 - Holds various classes on trading or work skills.
- Training & Seminars
 - Traders Fostering Program
 - KOIMA CEO Summer Seminar
 - KOIMA CEO Academy



▷ For Application and Questions Please Contact



IGF 2013 Secretariat
 Korea Importers Association (KOIMA) www.import.or.kr
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 Tel : 82-2-792-1581(Ext : 231#, 220#) / Fax : 82-2-798-5461
 E-mail : igf@igf.co.kr Homepage : www.igf.co.kr



1. TERMS OF REFERENCE

- 1) The term "exhibition" shall mean "IMPORT GOODS FAIR 2013"
- 2) The term "organizer" shall mean "Korea Importers Association(KOIMA)", Seoul, Korea.
- 3) The term "exhibitor" shall mean the individual, company, or organization who has applied for the exhibition.

2. APPLICATION FOR PARTICIPATION

- 1) All applications for participation shall be made on the prescribed application form, which shall be submitted to the organizer.
- 2) The "exhibitor" must submit the application form duly signed along with 50% of the participation fee including any additional utility service charge. The organizer, however, may defer or refuse the acceptance of an application in the event that sufficient space is not available or the announced exhibit is considered by the organizer not germane to the exhibition, and though the application form has already been submitted, the organizer will return the application form and the participation deposit money one month before the exhibition.
- 3) The "exhibitor" should inform the "organizer" about any changes made on the submitted documents including the application form and all the other forms, immediately. Any losses incurred by failure to report shall be covered by the exhibitor.

3. TERMS OF PAYMENT

- 1) 50% of the deposit of the participation fee and/or relevant stand charges must be paid at the time of the application by the exhibitor and the balance shall be paid not later than April 26th (Fri.), 2013. (The exhibitor may pay the full participation fee at the time of application.)
- 2) The participation fee shall be paid by the due date. Otherwise the organizer has the right to cancel the contract and to dispose the space at his discretion. And in case he does, the participation fee already paid shall not be refunded.
- 3) If the application fee and utility fee are not paid in full, the organizer shall reserve the right to seize the exhibit

4. ALLOCATION OF EXHIBIT SPACE

- 1) The organizer shall allocate the space in accordance with the order of application, size of the space applied for, and the nature of the exhibits, the exhibitor can not make a formal objection to the allocation.
- 2) The organizer shall reserve the right to change the location and/or the size of the space allocated to the exhibitor at any time prior to the commencement of the build-up of the exhibition, should exceptional circumstances demand, and the exhibitor shall have no claim for compensation as a result of any changes.
- 3) Under no circumstances may the exhibitor resell, transfer rights to, or enter into a mutual agreement to change assigned booth(s) with another party, without the prior approval of the organizer.

5. USE OF THE EXHIBIT SPACE

- 1) The exhibitor shall exhibit their stated products and must have competent personnel in their booth(s) during the entire period of the exhibition.
- 2) All exhibits must accord with the statement on the application form, and be related to the theme of the exhibition. Public auctions and sales without permission of the organizer are strictly prohibited. If the exhibitor violates the above mentioned rules, the organizer can stop the exhibitor's activity, remove his/her exhibits or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded and the exhibitor shall have no claim for compensation.
- 3) The organizer shall have the right to prohibit certain persons from entering the exhibit.
- 4) The exhibitor shall operate and demonstrate its exhibit so as not to annoy, endanger or interfere with the rights of other exhibitors or visitors. Any practice resulting in complaints may be prohibited by the organizer.

6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR

- 1) In the event of abandonment or rejection of all the allocated space or the partial space, the exhibitor shall notify the organizer in writing immediately. In this case the participation fee already paid will not be refunded.
- 2) If the notification is made before April 26th (Fri.), 2013, the participation fee except the deposit shall be refunded.
- 3) The refund fee shall not bear any interest.

7. CANCELLATION AND CHANGES OF THE EXHIBITION

In the event of the cancellation of the exhibition by the organizer, the participation fee paid will be refunded fully. But if the cancellation was caused by force majeure such as an act of nature or war, the fee will not be refunded. In this case the exhibitor shall have no claim for compensation from the organizer.

8. CONSTRUCTION AND DECORATION OF STAND, DISMANTLING, AND RESTORATION

- 1) All exhibitors must complete their construction and/or decoration, and move in and display their exhibits by the date and time stipulated by the organizer.
- 2) Modifications including decorations such as painting the floor, ceiling and pillars will not be permitted. The exhibitor shall be responsible for compensating any damages to the facilities of the exhibition hall.
- 3) Exhibitors shall remove all exhibits and stand fittings from the exhibition hall within the period stipulated by the organizer and indemnify the organizer against any cost incurred by reason of delay or damages to the facilities of the exhibition hall.

9. SECURITY, RISK, THEFT AND INSURANCE

- 1) The organizer shall protect the exhibits and visitors from potential safety hazards.
- 2) The exhibitors shall be held responsible for any loss or theft of, or damage to exhibits, stand fittings or any articles belonging to the exhibitors during the construction, exhibition and dismantling periods.
- 3) In the event that the exhibitor intentionally or negligently causes a fire, theft, breakage or other accidents inflicting damages to the organizer or others, the exhibitor shall be responsible for those damages. And the exhibitor shall also be responsible for insuring the exhibits.

10. FIRE REGULATIONS

- 1) Materials used in stand and display construction must be properly fire proofed in accordance with the pertinent regulations of Korea.
- 2) The organizer has the right, should circumstances necessitate, to make changes in the exhibitor's stand for fire control.

11. SUPPLEMENTARY CLAUSES

- 1) Whenever necessary, the organizer shall have the right to issue supplementary regulations in addition to the terms and conditions.
- 2) Any additional written regulations or instructions shall form part of the rules and regulations for participation in the IMPORT GOODS FAIR 2013 and they shall be binding on the exhibitors
- 3) The exhibitor shall also observe the regulations stipulated by the management of the exhibition halls of COEX.

12. ARBITRATION OF DISPUTES

Any dispute, difference, or question which may arise at any time hereafter between the organizer and the exhibitor of these terms and conditions for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in Seoul in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board.



1. Participant's general information

Company Name			
President		Person in charge	
Address	(ZIP CODE: -)		
Phone		Fax	
Homepage		E-mail	
Participation experiences	<input type="checkbox"/> First time <input type="checkbox"/> 2012 <input type="checkbox"/> 2011 <input type="checkbox"/> 2010 <input type="checkbox"/> 2009 <input type="checkbox"/> 2008 <input type="checkbox"/> 2007 <input type="checkbox"/> 2006 <input type="checkbox"/> 2005 <input type="checkbox"/> 2004 <input type="checkbox"/> 2003		
Exhibits	<input type="checkbox"/> Food & beverage <input type="checkbox"/> Children's items <input type="checkbox"/> Home decoration <input type="checkbox"/> Bathroom supplies <input type="checkbox"/> Jewelry & accessories <input type="checkbox"/> Sports & Leisure items <input type="checkbox"/> Electric & electronic appliances <input type="checkbox"/> Vehicles <input type="checkbox"/> Tools <input type="checkbox"/> Daily necessities <input type="checkbox"/> Trade & travel service		
Exhibits' descriptions			

2. Booth space

Booth type	Unit price	Application	Booth fee
Standard booth	A-type	US\$2,000 per 1 booth (9m ²)	() Booth(s) US\$
	B-type	US\$2,100 per 1 booth (9m ²)	() Booth(s) US\$
	C-type	US\$2,200 per 1 booth (9m ²)	() Booth(s) US\$
Raw space	US\$1,600 per 1 booth (9m ²)	() Booth(s)	US\$

3. Charged Advertisement

<input type="checkbox"/> Back cover at US\$800	<input type="checkbox"/> Facing&inside front cover at US\$500	<input type="checkbox"/> Facing&inside back cover at US\$500
<input type="checkbox"/> Inside profile US\$100 (Product picture and company logo is printed inside directory book and fascia board)		

4. Additional Utility Service Charge

Classification	Details	Unit Price	Requirements	Charges Due
Electricity	Single-phase 220V	Daytime : USD 50/KW 24hours : USD 60 /KW	KW	USD
	Three-phase 220V		KW	USD
	Three-phase 380V		KW	USD
Telephone	Local calls	USD 50 / EA	EA	USD
	International calls	USD 200 / EA	EA	USD
Lan		USD 120 / EA	Port(s)	USD
Water& Drainage		USD 150 / EA	EA	USD
Compressed air		USD 150 / EA	EA	USD

I Total amount (Booth + Ads + others) : US\$

We agree the "General terms and conditions for participation" and confirm that all above information provided by us is true and correct.

Name & Signature: _____

Date: 201 , ,

Payment	Reference
Name of bank: Shinhan Bank, Parktower Branch Account No: 180-001-810830 Swift code: SHBKKRSE Beneficiary: Korea Importers Association	IGF Secretariat Phone: +82-2-792-1583, 792-4834 Fax: +82-2-798-5461 E-MAIL: igf@igf.co.kr

* Documents : Application Form, One copy of the deposit slip, Pictures of products (jpg file format).

