

# 2018 Yeonggwang International Smart E-Mobility Expo in South Korea

## The EXPO:

- Name: **2018 Yeonggwang International Smart E-Mobility Expo**
- Period: **11<sup>th</sup> – 14<sup>th</sup> of Oct. 2018 (4 days)**
- Location: Daema Industrial Complex, Yeonggwang-gun, Jeollanamdo, South Korea
- Organizers: Ministry of Trade, Industry and Energy of South Korea, Jeollanamdo Province, Yeonggwang County, Korea Automotive Technology Institute (KATECH)\*, Korea Smart E-Mobility Association
- Exhibitors: more than 200 companies, 300 booths

\* KATECH: Established in 1990 as Korea's only R&D institute specializing in auto parts, provides comprehensive and systematic technical support, plays a leading role in the development of technology, and supports small and medium auto parts manufacturers in South Korea. In 2017, KATECH opened the **E-Mobility Research Center** in Yeonggwang County, a professional institute for production technique, which is tasked with development and activation of E-Mobility, technical support for companies, etc.

## Main Events:

- Exhibition and test drives: E-Mobility, related components (charger, parts, etc.), related technology etc.,
- Academic events: conference with invited international and domestic experts, seminars, forum, discussions, export counseling, etc.
- Accompanying events: E-Mobility Contest, E-Mobility Design Contest, experience event, etc.

## Program:

### 1. Opening and Closing Ceremony

Event	Day/Location	Content
Opening Ceremony	Day 1 / Main Event Hall	Proclamation of an E-Mobility Central City, keynote speeches, presentation of the Excellence Award, Honorary Award, performances, etc.
Closing Ceremony	Day 4 / Main Event Hall	Award ceremony for the contests, award for the Best Exhibitor, performances, etc.

## 2. Exhibition and test drives

Event	Day/Location	Content
Exhibition	Continuous / Exhibition hall	<ul style="list-style-type: none"> <li>• Scale: 10 countries/ more than 200 companies / 300 booths</li> <li>• Exhibition: Producer of electric cars, electric gadgets, associated organisations, universities, etc., presentation of new items, E-Mobility PR Show</li> </ul>
Test Drives	Continuous / Test driving field	<ul style="list-style-type: none"> <li>• Target group: Main event VIP, visitors, etc.</li> <li>• Content: Representative E-Mobility products (6 items), product introduction, etc.</li> </ul>
E-Mobility PR Show	Continuous / Exhibition Hall	<ul style="list-style-type: none"> <li>• Target group: Participating companies</li> <li>• Content: Promotion of E-Mobility products and introduction of the corporate vision, etc.</li> </ul>

## 3. Academic Events

Event	Day/Location	Content
Conference	Day 1 / Research Center	<ul style="list-style-type: none"> <li>• Target group: Domestic and international experts, business people, civil servants, etc.</li> <li>• Content: Conference for high technology related to E-Mobility, Experiences, a conference for experts where knowledge can be shared</li> </ul>
Panel, Seminar	Day 2 / Research Center	<ul style="list-style-type: none"> <li>• Target group: Domestic and international experts, business people, the general public, etc.</li> <li>• Content: Related regulations, security, support systems, etc. topics that are currently an issue and the general public can participate in to</li> </ul>

## 4. Accompanying Events

Event	Day/Location	Content
Performances	11./14.10. / Main Event Hall	• Performance at the opening and closing ceremony in cooperation with broadcasters
Introduction of small electronic vehicles for delivery and distribution	11.10./ Main Event Hall	• Introduction of 1000 small electronic vehicles for delivery and distribution by KOREA POST
E-Mobility Special Exhibition and Design Contest	11-14.10./ Exhibition Hall	• E-Mobility Design Exhibition with thematic Exhibitions (360-degree circle 5D video screening, etc.)

Contest for autonomous driving (E-Mobility)	12.10./ Experience Center	• Autonomous automobile contest
E-Mobility Stunt Show	12.10/ Experience Hall	• Performance by the PM Stunt Team, club contest (Group, Individual)
Drone Competition	13.10./ Experience Center	• Junior Drone racing, drone airshow, filming experience class
Experience Center	Day 1-4/ Experience Center	• Various E-Mobility services, assembly, repair, etc.
Safety Education Center For Personal Mobility Devices	Day 1/ Experience Center	• Promotion and operation of E-Bike streets conform with the changes of the bicycle law Operation and support of the safety campaign for E-Bikes and PM (Personal Mobility) • Various E-Mobility services and bicycle helmets

### Benefits for exhibitors from Europe:

- **Flight expenses for 1 person per company will be reimbursed up to 1.800€**
- **Hotel expenses for 1 person per company will be paid for 5 nights, as well as a translator per company**
- **Exhibitors will be brought from the airport to the event site and back, welcome and send-off, etc.**
- **A booth will be supplied**

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