



대한민국방위산업전
KOREA 2016
 DEFENSE EXPO KOREA

DX Korea is a professional exhibition for the exchanging cooperation in Defense arena. It provides an opportunity to witness all the cutting-edge ground equipment technology and material but also it provides an opportunity as an academic conference for us to exchange opinions and information regarding the Defense Industry to upgrade the defense capabilities to next level.

Mr. HAN, Min-Gu
 National Defense Minister

Currently the Korean Government has identified the Defense Industry as a new growth of momentum for Korea's Economy. In this regard that we believe that DX Korea 2014 carries great significance for everybody who are here today.

Mr. HWANG, Jin-Ha
 Chairman of National Defense Committee

I hope that DX Korea could be a great opportunity that could comprehend Korea's superb technology and world-class of all defense equipments as well as to escalate the level of the defense capability and Army modernization of participated countries.

Gen. KIM, Yo-Hwan
 R.O.K Army Chief of Staff

Very amazed by seeing the advance that has been made by Korea in the field of Technology. The Defense Expo Korea is world-class.

— **Gen. Iqbal Karim Bhuiyan**
 Army Chief of Staff, Bangladesh Army

Defense Industry of Korea has developed so much. I am impressed by the look of the products on show today.

Lt.Gen. Datuk Zaki
 Eastern Region Commander
 Malaysian Army

It's a very high-technology. this can be used for a long range. I think it's more than 40km. It's very good. K-2 and K-9 are my most impressive one.

Lt.Gen. Supakorn
 Assitant Chief of Staff for Logistics
 Royal Thai Armed Forces

Ever innovative weaponry in one place, Korean Wave in Defense Industry – **KBS1 News 9**

DX Korea Live Demonstration showed the maneuverability and fire power of Weaponry – **MBC Newsdesk**

DX Korea 2014, the competition of Ground Weapon began – **YonhapNews TV**



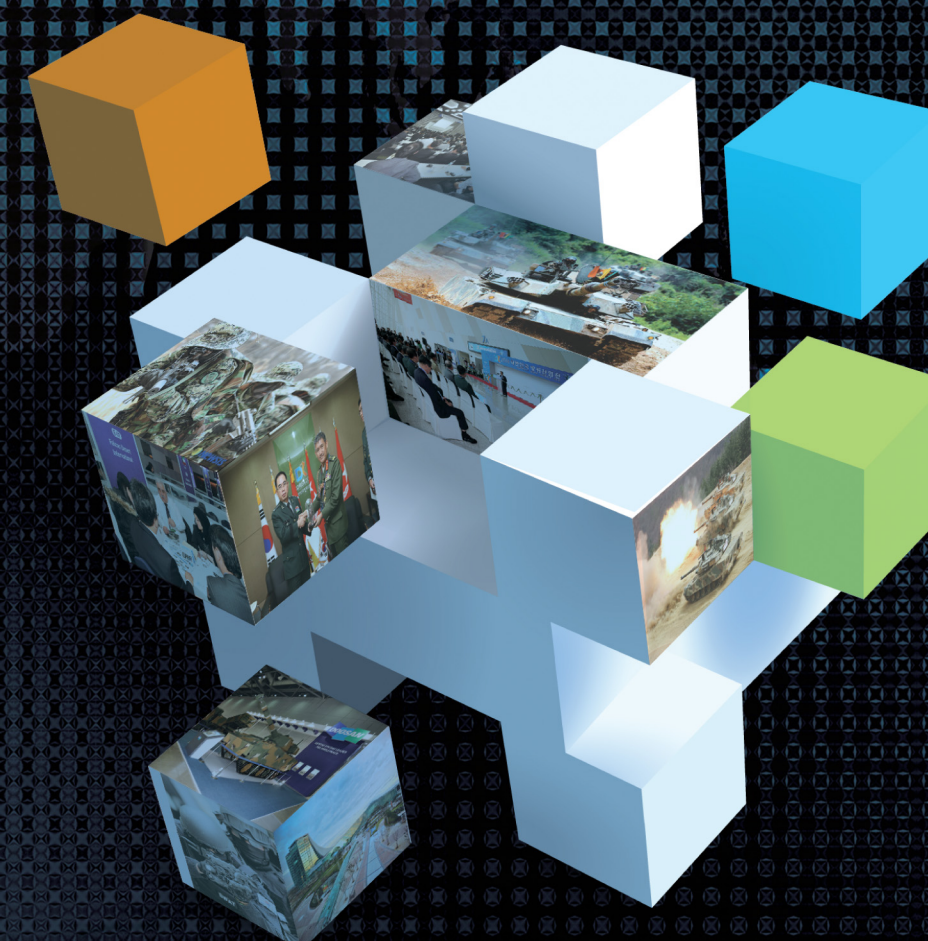
■ The Scene of DX Korea 2016



KOREA 2016
 DEFENSE EXPO KOREA

2016. 9.7 Wed ▶ 10 Sat

KINTEX



DX Korea Committee

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| Organizer |





대한민국 방위산업전
KOREA 2016
DEFENSE EXPO KOREA



Exhibition Overview

- **Title** : Defense EXPO Korea 2016 (DX Korea 2016)
- **Period** : 2016. September 7(Wed) – 10 (Sat)
- **Venue** : KINTEX Hall 7,8 and Outdoor Exhibition Area
- **Hosted by Association of Republic of Korea Army**
- **Organized by Defense Expo Korea Committee, DXC Co., Ltd.**
- **Supported by** (anticipated) :



Main Exhibit Sectors

■ Ground Weapon Systems



- Weapon Systems, such as Tanks, Armored Vehicles, Helicopters, Self-Propelled Artillery, Guns, Guided Weapons, Unmanned Air Vehicles, Antiaircraft weapons, etc.
- Educational Training Simulators and publications, Field Training Systems, C4I Command and Control Systems
- CBR Equipment, Surveillance and Reconnaissance Equipment Systems, Weapon Systems support and associated equipment
- Publication related to Weapon Systems, Simulated Electronic Systems, Data Communication Equipment and various navigation equipment

■ Counter-Terrorism, Security, Police Equipment



- Sniper Equipment, Explosive Detectors, EOD Equipment, Gas Rifles, Stun Guns, Special Vehicles
- X-Ray Inspection Machines, Metal Detectors, Digital Detectors, Under Vehicle Mirrors
- Shotguns with Rubber Bullets, Self-Defense and Riot control equipment, Polygraphs, Fingerprint Scanners, Drug Detectors
- Microscopes, Forensic Science Equipment, Head Gear, Defensive Walls, Police Armored Vehicles

■ Military Surplus



- Military Apparel : Combat Uniforms, Combat Boots, Head Gear, Belts, Gloves, Special Clothing
- Bedding : Sleeping Bags, Wool Blankets, Mattress Pads, Military Tents, Electric Heated Vests, Electric Heated Wool Blankets, Pillow, Towels
- Dishwashers, Military Rations, Bullet Belts, Ammo Pouches, Gas Masks, Water Bottles, Bayonets, Scabbards
- Rescue Equipment : Rappel, Links, Ropes, RescueNets, Multi-purpose Transporters, etc.





DX Korea 2014 Show Result

Defense Expo Korea that lead the present and future of Ground Weapon System was held in 2014 September, 24 – 27 successfully. The show was supported and attended by Korean Governments officials, such as Minister of National Defense, Chairman of National Defense Committee and Republic of Korea Army Chief of Staff. About 500 high-level delegates from 30 countries visited DX Korea 2014 to grace the occasion with their presence.

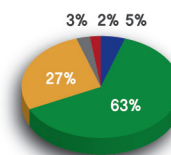
DX Korea 2014 Stastics:

- 8,537 Professional Visitors
- 500 VIPs from 30 Countries
- 600+ International defense industry exhibited
- 12,000 sqms Exhibition Hall
- 6 Main Conferences

DX Korea 2014 received positive feedback from both domestic and overseas defense industry and we are happy to share that main companies already expressed that they will participate in DX Korea 2016. DX Korea will continue to put its full effort to make the exhibition where Defense Industry and Qualified Decision Makers to create and strengthen the ties of relations for the Future Global Defense.

Exhibition Survey

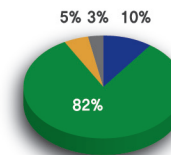
1. Did the show meet your business expectation with B2B/B2G Programs?



- Excellent
- Good
- Adequate
- Poor
- Unacceptable

※ Affirmation : 68%

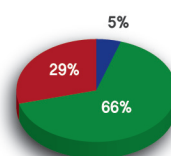
2. How would you rate your exhibiting experience of DX Korea 2014?



- Excellent
- Good
- Adequate
- Poor
- Unacceptable

※ Affirmation : 92%

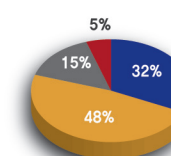
3. How likely are you to exhibit at DX Korea 2016 ?



- Excellent
- Fair
- Poor

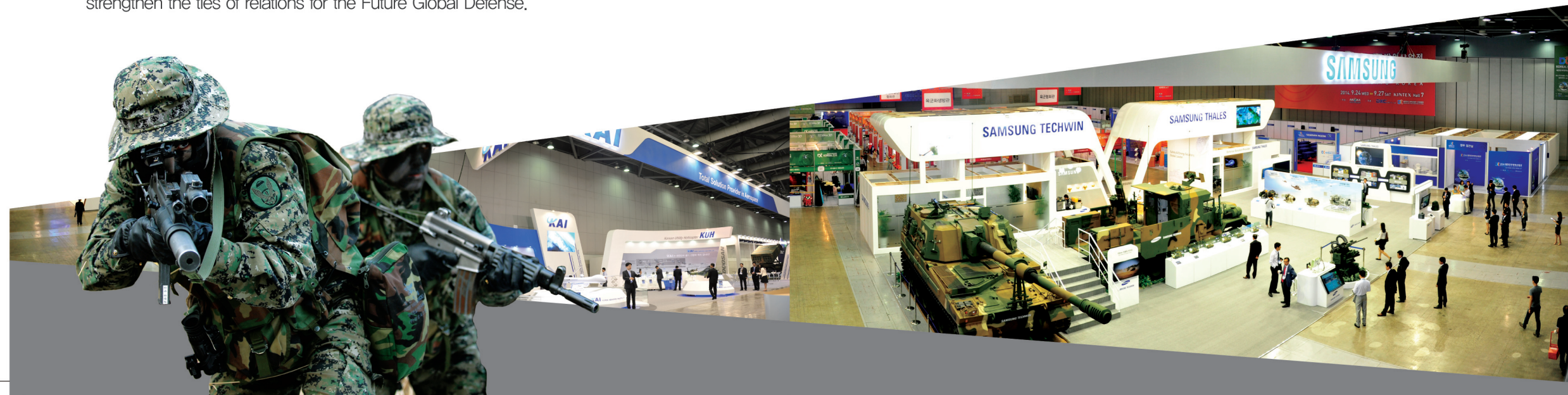
※ Affirmation : 71%

4. How would you rate the quality of Visitors of DX Korea 2014?



- Excellent
- Fair
- Disagree
- N/A

※ Affirmation : 80%





DX Korea 2016 Main Points

X Korea 2016 will extend the show with National Defense, Counterterrorism and Security Sectors along with International Defense Policies and provide the business related events such as Korea Defense and Security Week to Industry in order to establish the foundation of being as global defense exhibition beyond Asia Pacific.

Main Schemes

■ Inviting Global Buyers – B2B and B2G program reinforcement

- From more than 50 countries, high-level delegates related Defense and Military will be invited.
- Proceed Co-Hosting of Korea Defense and Security Week (KODAS) with DX Korea
- Provide opportunities to participating companies to present the quality of products at Live Demonstration
- Provide various Business Consulting program with International cooperation system,

■ Operating Specialised Sectors for Creative Economy

- Customized Pavilions of Prior Weapon System, Counterterrorism and Security Industry
- Creative National Defense Pavilion: IoT based on ICT and BCMS Converging Technologies
- National Medical and Health Pavilion (ex, Medical Industry Techno Valley)
- Organize Major Countries' Pavilions with international specialized agents on Defense Industry in order to escalate as a global defense market

■ Put effort to maximize the best business benefits for Participating Companies

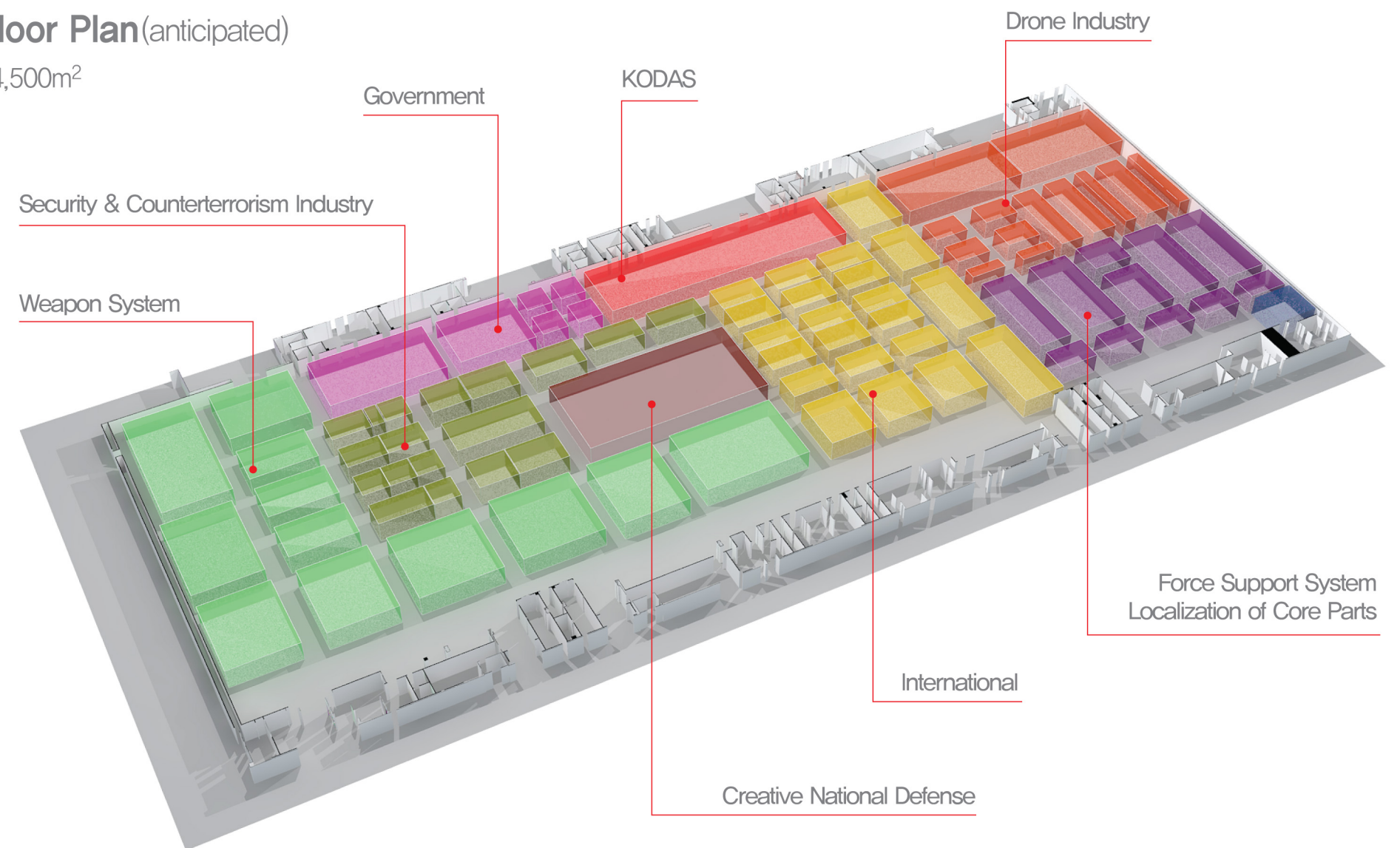
- Cost-reducing by exhibition stand modularisation and standardisation
- Building an exhibition environment that actualise sharing economy with Souvenir, ancillary facilities and hospitality lounge,
- Integration of the weapon system presentations and exhibitions of each arm of service in Army

■ Hosting Various International Academic Conference of Land Force Development

- Revitalize network among Industry, Academy and Military along with National and international greatest scholars' lectures
- Provide the opportunity to conduct seminars to participating companies in order to present' new technologies and business promotion

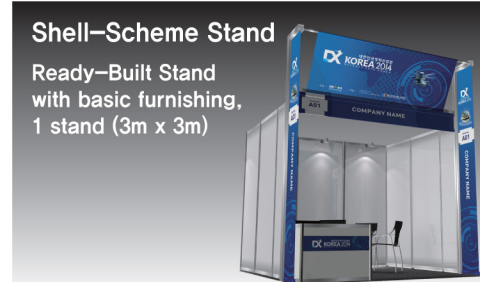
DX Korea 2016 Floor Plan(anticipated)

■ Total 1,200 stands/ 24,500m²

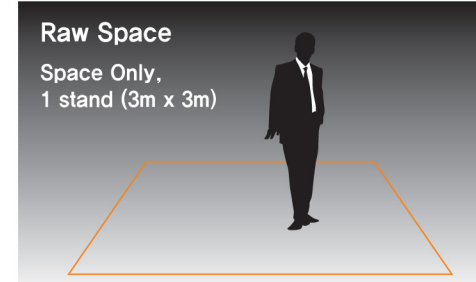


Practical Information

■ Exhibition Stand Information



available from 1 stand (9 sqm)



available from 4 stands (36 sqm)

■ Registration Fee

Classification		Unit Cost	
		Pre-Application (2015 May 1st - Dec 31st)	Regular Application (By 2016 May 31st)
Exhibition Hall	Shell-Scheme Stand	US\$ 550 / sqm	US\$ 600 / sqm
	Raw Space Stand	US\$ 450 / sqm	US\$ 500 / sqm
	Outdoor Stand	US\$ 200 / sqm	