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# Post Show

## R e p o r t

# Daegu International Future Auto EXPO

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*Everything about Future Automobile*



**DIFA**  
Daegu International Future Auto EXPO 2018



Daegu International Future Auto EXPO is Korea's first Future Automotive Exhibition, spearheading the imminent automobile industry what is to be the core of the 4<sup>th</sup> industrial revolution. The exhibition provided exactly what people had expected it to be, laying the groundwork for entry to the global market. Coupled with an extensive and deep network of trade visitors, including potential clients, giving it a perfect combination for a seamless marketplace for those who were interested in Korea and the Global Future Automotive market.

Overall, Daegu International Future Auto EXPO was successfully held, and played the prominent role as the exclusive place in Korea to share the latest information on electric vehicles, and connected / autonomous / tuned cars.

**Perfect place to check the latest trend of Future Automotive Industry!**


## General Overview 2018

**Title** Daegu International Future Auto Expo 2018

**Date** Nov. 1<sup>st</sup>(Thu) - 4<sup>th</sup> (Sun). 2018

**Venue** **EXCO**, Daegu, Korea

**Host**  Daegu Metropolitan City  Korea Academy for Automotive Engineering

**Organizer** **EXCO** Daegu Exhibition and Convention Center  Korea Intelligent Automotive Parts Promotion Institute

**Support**  Ministry of Science and ICT  Ministry of Trade, Industry and Energy  Ministry of Environment  Ministry of Land, Infrastructure and Transport

 National Assembly Forum on the 4<sup>th</sup> Industrial Revolution  British Embassy Seoul  Daegu Center for Creative Economy & Innovation

 The Korean Society of Automotive Engineers  Korea Electronics Association  ET NEWS

**Program** Exhibition, Forum, Business Meeting and Accompanied Events

## Do your DIFA! General Overview 2019

**Title** Daegu International Future Auto Expo 2019

**Date** Oct.17<sup>th</sup>(Thu) - 20<sup>th</sup>(Sun). 2019

**Venue** **EXCO**, Daegu, Korea

# Why Korea & Daegu?

- Korea is **one of the world's top 5 motor vehicle manufacturing country**, including Hyundai, Kia, GM Korea, Renault Samsung, Ssangyong, etc.
- KOREA has advanced the Future Auto Industry, including Global IT Companies (Samsung Electronics, LG Electronics), Global Battery Companies (Samsung SDI, LG Chem), and Telecommunications Companies (SKT, KT), etc.
- 25 out of Korea's top 100 motor vehicle part manufacturers are located in Daegu and Gyeongsangbuk-do
- Automotive **value chain** formed by Daegu local vehicle industrial complex
  - **Materials, parts, and module manufacturers** are located in Daegu
  - **High competitiveness and infrastructure** in motor vehicle part industry
- A High Success Rate of Business Meetings in Daegu International Future Auto EXPO
  - 14 Countries, 43 Companies, 279 Cases, Export consultation amounts to \$17.6 Million [Based on 18 years]
- **1:1 Business meetings for oversea exhibitors**
  - KOTRA and EXCO will invite more than 100 VIP buyers for oversea exhibitors.
- Convergence acceleration through initiating motor vehicle part industry, and accelerating the specialization in smart cars, green cars, etc.
- **Strong support from the Daegu city government** to create future automobile market



- Installing ITS road testing center in Korea Intelligent Automotive Parts Promotion Institute (KIAPI) (2014)
- Started setting up 'After Market Parts Development Center' (2014-2018)
- Elected autonomous driving vehicle as local strategic industry (2016)
- In progress of subsidy support business to expand the supply of electric vehicles (2017)
- Preliminary assessment for autonomous driving vehicles (Installing demonstration road and PG infrastructure) (2017-2019)
- Will start forming the future auto valley district (2018-2022)

## Vision of Daegu Metropolitan City

### Build for Future Automobile Industry, Leading City by 2030

- **Form electric vehicle manufacturing cluster**
  - Manufacture 200,000 and supply 500,000 electric vehicles a year, and supply 320,000 charging infrastructure
- **Establish global autonomous driving vehicle demonstration zone**
- **Promote future motor vehicle part companies**
- **Develop tuning cluster**





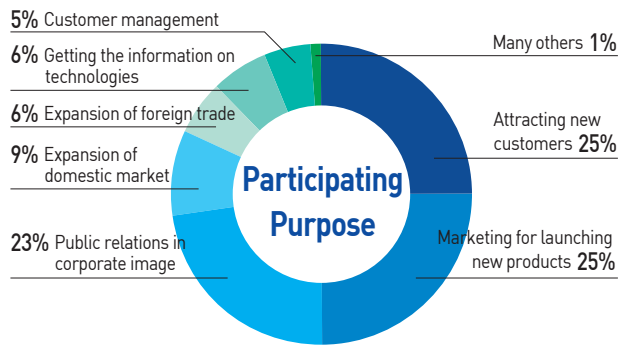
# Total 1,000 Booths including Global Automobile Companies

## ▶▶ EXHIBITORS



**66%** of exhibitors were satisfied with the show

**72%** of exhibitors have stated to participate in the next show



# FACTS



SPACE OCCUPIED  
**18,447m<sup>2</sup>**



COUNTRIES  
**22**



EXHIBITORS  
**247**

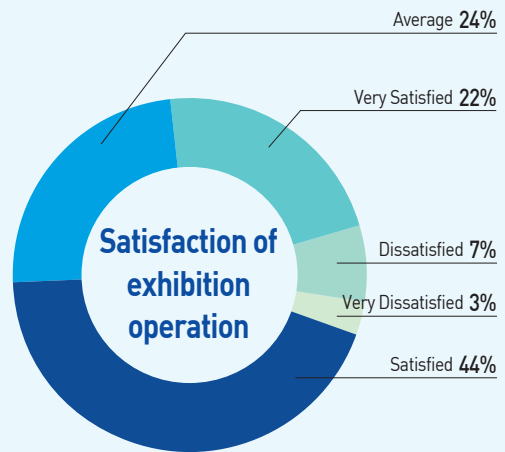
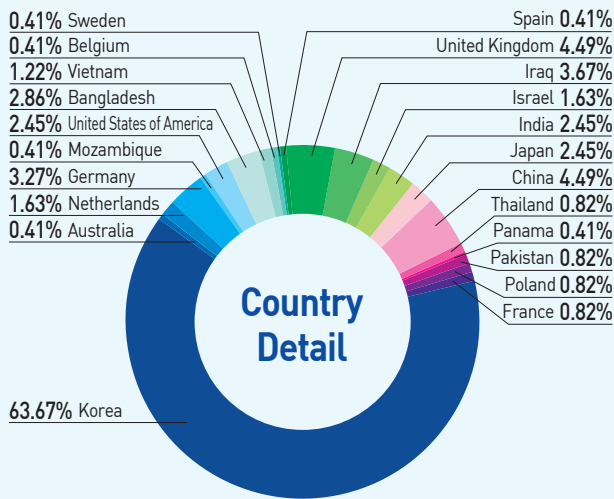


INTENTION TO PARTICIPATE AGAIN  
**72%**

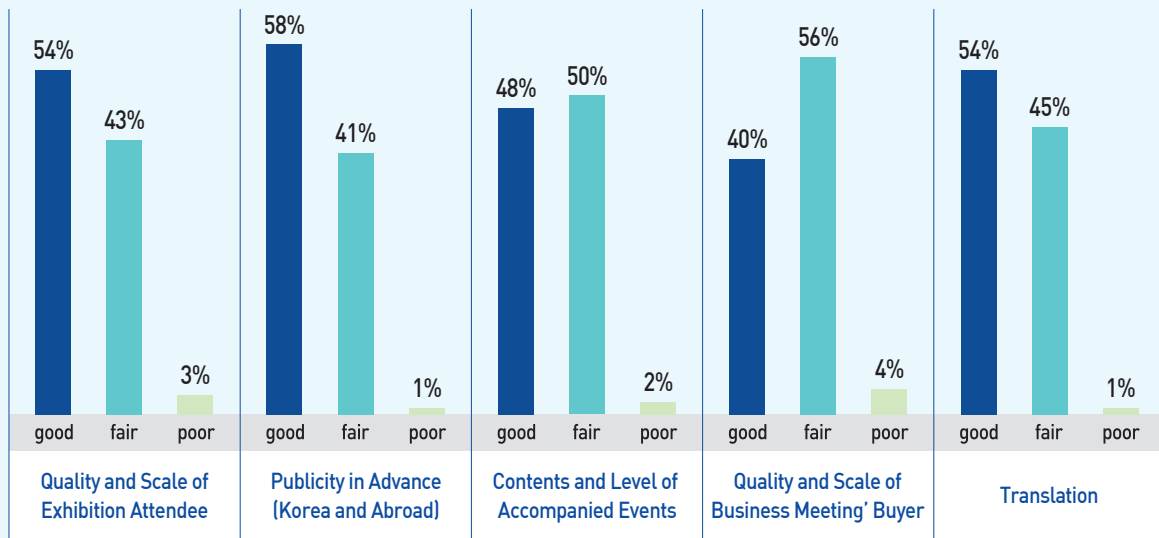


TOTAL ATTENDANCE  
**65,327**

Over 10,000 More Exhibition Attendee Than 2017



## Specific Detail



# Korea's Largest Future Cars Forum



From November 1<sup>st</sup> to 2<sup>nd</sup>, 12 countries, 69 companies and 84 speakers participated in the event. They covered a wide range of indepth issues regarding future car.

## ▶▶ Keynote Speech

Young-Deuk Lim / CEO of Hyundai Mobis



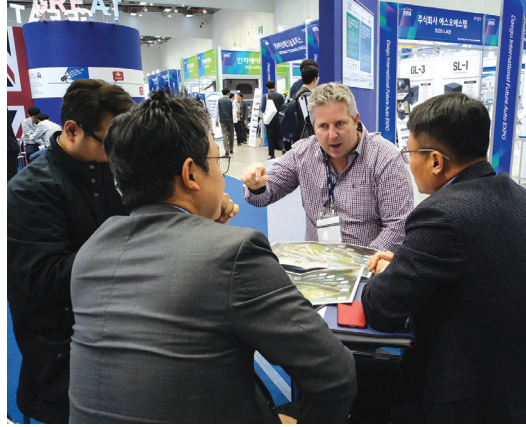
Vincent Wijnen / Senior Vice President of Nissan Asia & Oceania



## ▶▶ Major Speech

Center for Automotive Research	Carla Bailo	The Intersection of smart mobility & smart cities
TÜV SÜD Korea	Martin Unterhauser	Vehicle tuning, trend and policy in Germany from the perspective of a Technical Service
TNO Automotive	Daan de Cloe	Truck Platooning - the road towards multi-brand deployment
Hyundai Motor Company	DooHyun KIM	High performance "N" Development Story
HYUNDAI MOBIS	Jaeho Hwang	ADAS/AD Sensor and System Development Status and Plan
Mobileye	Nimrod Dor	Safety Today For The Autonomous Tomorrow
Innoviz	David Oberman	Solid State LiDAR for Autonomous Vehicles
Applus IDIADA Group	Sergio Martínez	Safe and Robust Automated Truck Platoons
Robert Bosch Korea	Peter Rupp	Powertrain Electrification Trends
SK Telecom	Young Lak Kim	5G network for the safety of autonomous driving
KT	JongSik Lee	Autonomous Driving with 5G
NUVVE	Marc Trahand	Vehicle to Grid
FAW GROUP	Lui Bin	FAW Autonomous Driving L3 SW Development introduce
LG Chem	Jeongjin Hong	Future Mobility Charged by LG Chem
Samsung SDI	Tae-Kyung Lee	Battery System Development for Next Generation xEVs
HMI Technologies	Dean Zabrieszach	The evolution of OHMIO
NAVYA GROUP	Cedric MAISONNIER	AUTONOMOUS VEHICLE
Westfield	Julian Turner	Deploying First and Last Mile Transportation in Rural and City Areas
Charzin, Co.,Ltd	Young Suk Choi	Electric vehicle charging service with blockchain
Sonnet.ai	Joonwoo Son	Autonomous Business Model and Platform Technology





## Daegu International Future Auto EXPO

was Korea's first Future Automotive exhibition, with high participation from leading companies by each sector, qualified buyers and Forum speakers.



### Daegu International Future Auto Expo Secretariat

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