



# Daegu International Future Auto EXPO 2019

Oct. 17<sup>th</sup> (Thu) - 20<sup>th</sup> (Sun). 2019 **exco** DAEGU | KOREA

*Everything about Future Automobile*

- Host |  Daegu Metropolitan City  Korea Academy for Automotive Engineering
- Organizer |  Daegu Exhibition and Convention Center  Korea Intelligent Automotive Parts Promotion Institute
- Sponsor |  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 4th Industrial Revolution  British Embassy Seoul  Daegu Center for Creative Economy & Innovation
-  The Korean Society of Automotive Engineers  Korea Electronics Association  ET NEWS



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

- Title** Daegu International Future Auto Expo 2019
- Date** Oct.17<sup>th</sup>(Thu) – 20<sup>th</sup>(Sun). 2019
- 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 4th Industrial Revolution British Embassy Seoul Daegu Center for Creative Economy & Innovation
- The Korean Society of Automotive Engineers KEA Korea Electronics Association ET NEWS
- Program** Exhibition, Forum, Business Meeting and Accompanied Events

# 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**





## “ Recent Global trends in Convergence of core Technologies of the future automotive industry and ICT ”

Experience the future of the automotive industry with DIFA 2019, which invites leading experts from global enterprises


### Forum

#### Forum Outline

**Date** Oct.17<sup>th</sup> (Thu) – 18<sup>th</sup> (Fri), 2019 / 2days  
**Venue** **EXCO** 3<sup>rd</sup> Floor  
**Scale** Speech of about 80 experts who represents from Korea and abroad on automobile industry including Autonomous driving vehicle, Connected car Electric vehicle, Tuned car.

### Review 2018

#### 11 Countries, 69 Companies, 84 Speakers

Keynote Speech	 Hyundai Mobis <b>Young-Deuk Lim</b> CEO	 Nissan <b>Vincent Wijnen</b> Senior Vice President
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#### ■ Nov. 1<sup>st</sup>

Session Topic	Connected Vehicles in Smart Cities	EV Platform	Current Tuning car Technology in Korea
Lecture company name	Tongji Univ. Cargroup Kyungpook National University	Hyundai Motor Company FAW BMW	KATRI 3seconds SR Carskin
Session Topic	Autonomous Shuttle and Truck	EV Service	Global Trends in Tuning car Technology
Lecture company name	NAVYA OHMIO TNO Automotive	University of Tokyo Semisysco KEVUA	Hyundai Motor Company TÜV SÜD G-max Brake
Session Topic	Elemental Technologies for Autonomous Vehicles I	Elemental Technologies for Fuel Cell EV	Autonomus Vehicle and Digital revolution in UK
Lecture company name	Hyundai Mobis Mobileye INNOVIZ Technology	SEJONG HYOSUNG HEAVY INDUSTRIES Air Liquide in Korea	CCAV Westfield Ordnance Survey

#### ■ Nov. 2<sup>nd</sup>

Session Topic	Communication Technologies for Autonomous Vehicles	Test & Evaluation for Autonomous Vehicles	Driving System in EV	
Lecture company name	KT KOTI Essys	IDIADA TASS Dassault	KETI BOSCH Infineon	
Session Topic	Infrastructure Technologies for Autonomous Vehicles	Standardization in Autonomous vehicles	Charging Technologies and Management of Infrastructure	Elemental Technologies for Autonomous Vehicles II
Lecture company name	KATRI SKT CHUNG-ANG AEROSURVEY	KSA KOTI ETRI	Kepeco DAEYOUNG CHAEVI EVbox	BOSCH Infineon FAW
Session Topic	Road test for Autonomous Vehicles	Big data and Artificial Intelligence for Autonomous vehicles	Power Service with EV	Evaluation of Take-over & Safety of Autonomous driving
Lecture company name	Korea Expressway Corporation KOTI SKT	KETI KT NEXR KAIST	Nissan CharzIn NUWE	KATRI KATRI Hyundai Mobis KATECH
Session Topic	Start-up of Autonomous Vehicles	Security for Autonomous Vehicles	Battery Technologies in EV	Future Car in China
Lecture company name	Spring Cloud Sonnet Autonomous A2Z	Argus cyber security Karamba Security AMO Labs	LG Chem Samsung SDI Auburn University	TIAA Datang



**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 2019



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

## Company Information

COMPANY			
CEO		Website	
Address			
Contact Person		E-mail	
TEL		FAX	
Category	<input type="checkbox"/> Electric Vehicle <input type="checkbox"/> Connected car <input type="checkbox"/> Charging system	<input type="checkbox"/> Autonomous driving vehicle <input type="checkbox"/> Hydrogen fueled vehicle <input type="checkbox"/> Battery	<input type="checkbox"/> Tuned car <input type="checkbox"/> Hybrid vehicle <input type="checkbox"/> Others
Exhibition Item			

## Application Details

\* Premium Type is available for more than 2 booths.

Classification		Quantity	Unit Price	Amount	
Indoor (9m <sup>2</sup> 3mx3m)	Raw Space Only	EA	USD 1,320	USD	
	Installation	Basic Type	EA	USD 550	USD
		Premium Type	EA	USD 880	USD
Outdoor (9m <sup>2</sup> 3mx3m)	Raw Space Only	EA	USD 1,100	USD	
	Installation	Outdoor booth	EA	USD 330	USD
Electricity	Single Phase 220V(60Hz)	{ } KW <input type="checkbox"/> 24hours	USD 70 / KW[8hours] USD 90 / KW[24hours]	USD	
	Three Phase 220V(60Hz)	{ } KW <input type="checkbox"/> 24hours		USD	
	Three Phase 380V(60Hz) ※When installing rigging	{ } KW <input type="checkbox"/> 24hours		USD	
Water Supply & Drainage		EA	USD 200 / EA	USD	
Compressed Air		EA	USD 200 / EA	USD	
LAN		EA	USD 150 / PORT	USD	
Barcode System		EA	USD 200 / EA	USD	
Total		USD			

※ The application form must be returned signed.

※ The payment must be wired to EXCO the following account.

- Account bank: Woori Bank Yutongdanji Branch(50, Yutongdanji-ro, Buk-gu, Daegu, Republic of Korea, 41518)

- Account number: 2632-935-4318-175 - Beneficiary: Daegu Exhibition & Convention Center - Swift code : HVBKRXSEXXX

※ No refunds will be considered after August 30<sup>th</sup>(Fri), 2019

※ Total balance must be paid by August 30<sup>th</sup>(Fri), 2019

I have read, understand and agree to comply with the rules and regulations governing Daegu International Future Auto Expo as they are printed on the front and back of this form.

Date \_\_\_\_\_ Name \_\_\_\_\_

Signature \_\_\_\_\_



Daegu International Future Auto Expo Secretariat

Exhibition 10, Exco-ro, Buk-gu, Daegu, Republic of Korea  
Tel. +82-53-601-5373 Fax. +82-53-601-5059 E-mail. difa@exco.co.kr

## Participation Fee

Deadline : Aug. 30<sup>th</sup>(Fri), 2019

### • Booth Type & Participation fee (9m<sup>2</sup>, 1 booth based)

Raw Space	Standard	Premium	Outdoor	Size
USD 1,320	USD 1,870	USD 2,200	USD 1,430	9m <sup>2</sup> /(3mx3m)

\* Premium Type is available for more than 2 booths.

### • Discount

	Subject	Discount Rate
Early Bird Discount	On-site Registration	15%
	Those who register before May 31 <sup>st</sup> (Fri), 2019	10%
Large-Scale Discount	More than 20 booths	10%
Re-registration Discount	Consecutive participation	10%

※ Each discount rate is applied separately.

※ Discount rate is applied to Raw space only. (Installation price can not be discounted.)

### • Application Process

- Apply for booth online ([www.difa.or.kr](http://www.difa.or.kr))
- Send completed application and business license via fax (+82-53-601-5059) or email([difa@exco.co.kr](mailto:difa@exco.co.kr))
- Pay deposit after receiving invoice

## Terms and Regulations

### 1. Terms of Reference

- In the rules and regulations for participation in "Daegu International Future Auto Expo 2019", the term 'exhibitor' shall mean any company, firm, or person who has applied for or been allocated any space at the exhibition.
- The term 'host' shall mean "Daegu Metropolitan City", "Korea Academy of Automobile Engineering".
- The term 'organizer' shall mean "EXCO(Daegu Exhibition & Convention Center)" and "Korea Intelligent Automotive Parts Promotion Institute".
- The term 'exhibition' shall mean "Daegu International Future Auto Expo 2019."

### 2. Application for Participation and Term of Payment

- All applicants have to submit the application form to the organizer for the participation.
- The contract shall be established when the exhibitor submits the application form duly signed and pays the organizer the registration deposit(50% of the entire participation fee including VAT). The organizer, however, may defer or refuse the acceptance of an application within five days of submission in the event that sufficient space is not available or the announced exhibit is considered by organizer not germane to the exhibition.
- All exhibitors have to inform organizers of any change in application and exhibitors are responsible for all the disadvantages caused by late notification.

### 3. Allocation of Exhibit Space

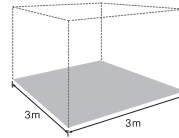
- The organizer shall allocate the space in accordance with the order of the application, the size of the space applied for, the nature of the exhibits or in the manner the organizer deems fit.
- Organizer shall reserve the right to change the space location and the size allocated to the exhibitor at any time prior to the installation of the booth, if the circumstances require changes and the exhibitor shall have no claim for compensation for the result of the changes.

### 4. Use of Exhibit Space

- All exhibitors are bound to exhibit the announced products and have staff the booth during the whole period of the exhibition.
- All exhibitors must accord with the description on the application form, and be related to the theme of the exhibition. Public auctions and retail sales without permission from the organizer are strictly prohibited. If the exhibitor violates the above-mentioned rules, the organizer can stop the exhibitor's activity or cancel the exhibit booth. In this case, the participation fee will not be refunded and the exhibitor shall have no claim for compensation.
- The organizer reserve the right to refuse any persons admission to the exhibition venue, if necessary.
- Exhibitors are not allowed to sublet or assign any allocated space in whole or part, unless prior written consent is obtained from the organizer.
- Modifications including decorations such as painting the floor, ceiling and pillars will not be permitted, and the exhibitor shall compensate the organizer for the consequent damage to the exhibition hall.
- All exhibits must be operated so that the resulting noise will not annoy or disturb adjacent exhibitors and visitors.
- Exhibitors can be prohibited from displaying exhibits or conducting activities for safety reasons or if a complaint of infringement of Intellectual Property Right is filed.
- An exhibitor can not conclude an agreement separately except the appointed constructor

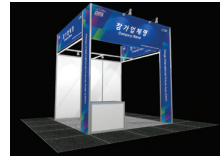
### 5. Terms of Payment

- 50% deposit of entire participation fee is required with the exhibitor application. The deposit shall be paid along with the application submission. The balance shall be paid by August 30<sup>th</sup>, 2019.
- The participation fee shall be paid by the due date. Otherwise, the organizer has the right to cancel the contract and the participation fee already paid will not be refunded.
- The organizer can claim a right to the exhibits unless full-payment is received by the exhibitor.



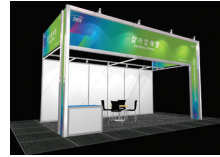
### Raw Space

Provides only space.  
Exhibitor must design and construct booth



### Standard

9m<sup>2</sup> (3m x 3m) / 2.4mH,  
partition, carpet floor, signage, booth number, basic lights  
(2 fluorescent lights, 3 spot lights),  
1 info desk and 1 chair,  
electricity 1 kW



### Premium

9m<sup>2</sup> (3m x 3m) / 3mH, partition,  
carpet floor, signage, electric wiring  
(2 socket plug), basic lights  
(4 fluorescent lights, 6 lights),  
1 info desk and 1 chair,  
1 consultation table,  
3 chairs electricity 1 kW

\*Above image indicates Premium 2 booths.

### 6. Cancellation by exhibitor

- Should the exhibitor be unable to occupy and use the exhibit space contracted, the exhibitor shall promptly notify the organizer in writing and have to receive the confirmation from the organizer.
- Request for a potential refund must be received by August 30<sup>th</sup>, 2019, and all sums paid by exhibitor will be refunded except the deposit (including middle payment). No refunds will be considered after August 30<sup>th</sup>, 2019.
- No interest on the refund can be claimed.

### 7. Change or Cancellation of Show

In the event of the cancellation of the exhibition by the organizer, the participation fee paid will be refunded. But if the cancellation is caused by force majeure, the fee paid will not be refunded. The organizer reserves the right to change the venue and the duration of the exhibition, if the circumstances require changes. In this case, the fee paid will not be refunded and the exhibitor shall have no claim for compensation.

### 8. Installation and Decoration of Stand and Display

- All exhibitors must complete their construction and/or decoration, and move-in and display of exhibits by the date and time stipulated by the organizer.
- All exhibitors must display applied exhibits on the application, and organizer reserves the right to prohibit exhibitors from displaying if it is not appropriate to exhibition's theme.

### 9. Removal of Exhibits and Stand Fittings

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 the delay or damage to the exhibition hall.

### 10. Securities, Risk and Insurance

- The organizer shall reserve the right to limit any constructions or demonstrations that pose potential safety hazards.
- The exhibitors are responsible for any loss or theft and damage to exhibits and stand fittings belonging to the exhibitor during the set-up period, exposition days or dismantle period.
- 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 the damages.
- All Exhibitor shall maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor.

### 11. Fire Regulations

- Materials used in stand and display construction must be properly fire-proofed in accordance with the regulations of Korea.
- The exhibitor has the right to make any changes in the exhibitors stand for fire control.

### 12. Supplementary Clauses

- The organizer has the right to enforce all regulations of Show and to make amendments and/or further regulations that are considered necessary for proper conduct of the exhibition and such decisions and regulations shall be binding on all exhibitors.
- The exhibitor shall also observe the regulations for the management of the exhibition halls of EXCO.

### 13. Arbitration of Disputes

Any dispute, difference or question which may arise at any time hereafter between the organizer and the exhibitor touching on the true construction of these terms and regulations for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in accordance with the Commercial Arbitration Rules of the Daegu District Court. The award of the above arbitration shall be final and binding upon both parties.



## Daegu International Future Auto Expo Secretariat

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