KOREA IMPORTERS ASSOCIATION · KOREA IMPORT EXPO

Korea Import Expo (formerly Korea Import Fair)

KOREA IMPORT EXPO

Results Report (2024–2026)

Korea's Only Import-Specialized B2B Global Sourcing Exhibition

COEX Hall B, Seoul

Korea Importers Association (KOIMA)

Korea Importers Association (KOIMA)

Korea's only import-specialized economic organization, founded in 1970 under the Ministry of Trade, Industry and Resources

SINCE 1970

Korea's Only Import-Specialized Economic Organization

- Contributing to domestic industrial development through stable imports of raw and intermediate materials
- Discovering outstanding overseas products and matching them with Korean buyers
- Responding to trade issues in the import sector and partnering with the government on policy
- Operating import-promotion programs such as import missions and the Korea Import Expo

8,000+

Member Companies

Raw materials · Capital goods · Consumer goods

120,000

Importer Database

Operates import.or.kr

100+

Ambassador Network

100+ countries · Cooperation with foreign missions in Korea

5–6 per year

Import Missions

Sourcing new overseas suppliers, global sourcing consultations

Korea Import Expo (KIE)

A Global Arena for the World's Best Products — Korea's Only Import-Specialized B2B Exhibition

SINCE 2003

A Global Arena for the World's Best Products

- Korea's only import-specialized B2B trade exhibition (first held in 2003 · 24th edition in 2027)
- National pavilions showcasing each country's finest products
- 1:1 face-to-face meetings and contract signing with buyers
- Organized by KOIMA / Supported by the Ministry of Trade, Industry and Resources, KOTRA and Foreign Embassies in Korea

24th Edition

Held annually

First held in 2003 as the Import Goods Exhibition

Pavilions

National pavilions

Governments · embassies · trade agencies · associations

COEX

Venue

Samseong-dong, Seoul · 3 days

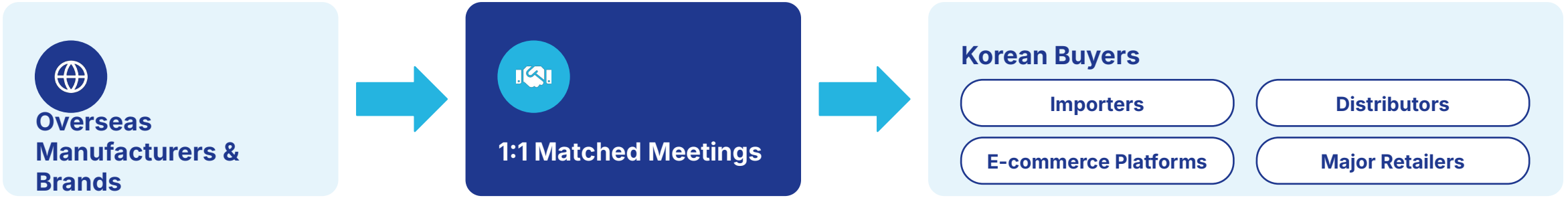
B2B

Event Format

Import-specialized B2B · 1:1 import meetings between exhibitors and buyers

Key Participating Buyers · 1:1 Meetings

Korean import and distribution buyers matched with overseas exhibitors in 1:1 meetings — 120 meetings in 2026



Hypermarkets — Nationwide stores

- E-mart
- Lotte Mart
- Homeplus
- Mega Mart
- Warehouse discount stores

Bulk purchasing · Nationwide distribution

H&B · Lifestyle · Food — Specialty Retail

- Daiso
- CJ Olive Young
- Samsung Welstory
- Nongshim
- Daesang

Consumer goods · Beauty · Food categories

E-commerce · Dining — Online · Franchise

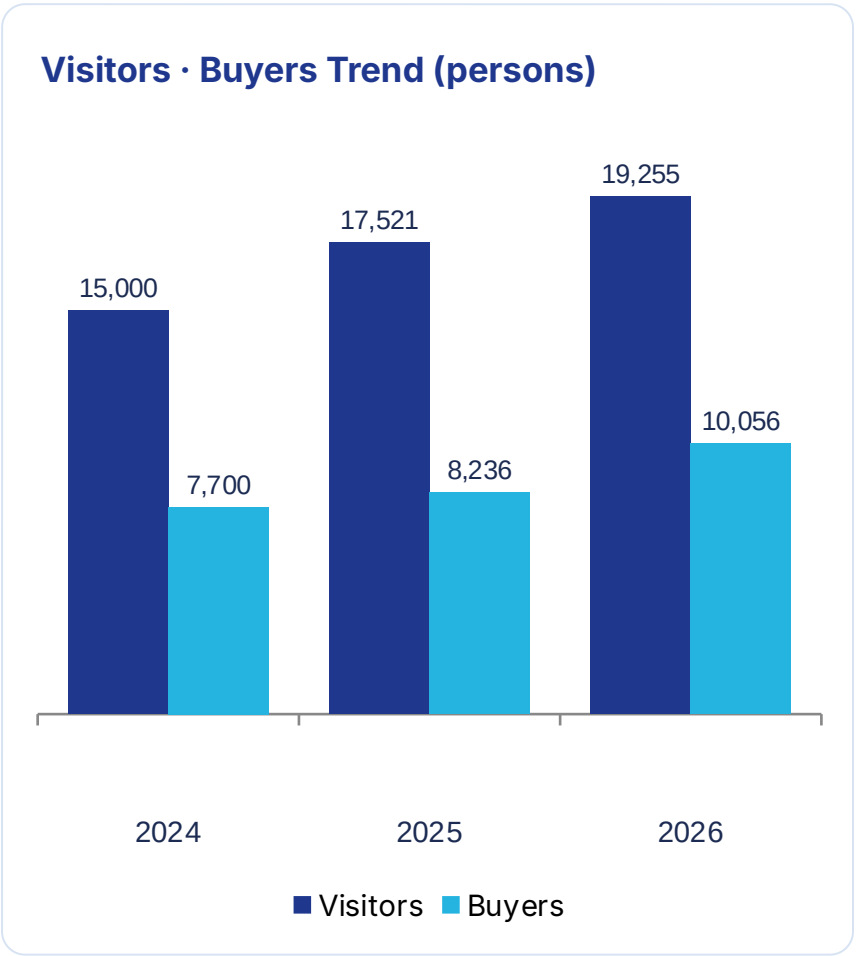
- Coupang
- 11st
- GS Retail
- Shinsegae Food
- Mega MGC Coffee

Online channels · Restaurant franchises

3-Year Results (2024 – 2026)

Korea Import Expo (formerly Korea Import Fair) — based on official annual results reports

Category	2024 (21st)	2025 (22nd)	2026 (23rd)
Event Name	Korea Import Fair	Korea Import Fair	**Korea Import Expo**
Dates	Jul 4 – 6	Jul 7 – 9	**Jun 23 – 25**
Participating Countries	50 countries	24 countries	**36 countries**
Scale	123 booths (Overseas 80 · Domestic 43) (Hall B1+SS, 4,365 ㎡)	208 booths (Overseas 171 · Domestic 37) (Hall B1+SS, 4,365 ㎡)	**166 booths** (Overseas 129 · Domestic 37) (Hall B2, 3,645 ㎡)
Visitors	15,000	17,521	**19,255**
Buyers	7,700	8,236	**10,056**
1:1 B2B Meetings	105	113	**120**
Opening Ceremony	**Ambassadors & diplomats from 60 countries · Deputy Minister for Trade & Investment, Ministry of Trade · Heads of business associations, etc.**	**Ambassadors & diplomats from 42 countries · Director General for Trade Policy, Ministry of Trade · Heads of business associations, etc.**	**Ambassadors & diplomats from 69 countries · Deputy Minister for Trade & Investment, Ministry of Trade · Secretary General, ASEAN-Korea Centre · KITA Chairman · KOTRA Executive VP, etc.**



3-Year Participation Overview

Participating countries and national pavilions by year

2024

- Europe: Greece, Latvia, Russia, Lithuania, Belarus, Bulgaria, Serbia, Slovakia, Slovenia, Croatia
- Asia: Nepal, Malaysia, Myanmar, Vietnam, Brunei, Sri Lanka, India, Indonesia, China, Cambodia, Thailand, Pakistan, Philippines, Hong Kong
- Central Asia & Caucasus: Azerbaijan, Uzbekistan, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan
- Americas: Guatemala, Mexico, Venezuela, Bolivia, Ecuador, El Salvador, Peru
- Africa: Ghana, Nigeria, South Africa, Rwanda, Zambia, Côte d'Ivoire, Tanzania
- Oceania: Papua New Guinea, Fiji
- Korea: Domestic importers

50 countries · 123 booths

2025

- Europe: Czech Republic, Latvia, Croatia, Serbia, Switzerland, Belarus
- Asia: Japan, Taiwan, China, Singapore, Malaysia, Vietnam, Indonesia, India, Nepal
- Central Asia & Caucasus: Uzbekistan, Kazakhstan, Kyrgyzstan, Georgia
- Africa: Ghana, South Africa, Egypt, Tanzania
- Korea: Domestic importers

24 countries · 208 booths

2026

- Europe: EU Pavilion (14 member states), Serbia
- Asia: Japan, Singapore, Philippines, Malaysia, Indonesia, Vietnam, Cambodia, Myanmar, India, Bangladesh, Nepal
- Central Asia & Caucasus: Uzbekistan, Kazakhstan, Turkmenistan
- Americas: USA (Utah · Georgia), Dominican Republic
- Africa: South Africa, Ghana
- Oceania: Papua New Guinea
- Korea: Domestic importers

36 countries · 166 booths / EU (Country of Honour)

3-Year Participation Overview – ASEAN

ASEAN has been a key participating region in all three years — in 2026, individual booths of the three leading ASEAN countries accounted for 17% of all 166 booths

2024	8 countries

- Malaysia
- Myanmar
- Vietnam
- Brunei
- Indonesia
- Cambodia
- Thailand
- Philippines

Participation mainly through embassy booths

2025	4 countries

- Singapore
- Malaysia — MATRADE, 12 booths
- Vietnam
- Indonesia

Malaysia MATRADE National Pavilion, 12 booths

2026	7 countries · 28 booths

- Malaysia — MATRADE, 18 individual booths
- Indonesia — Pavilion, 6 individual booths
- Vietnam — 4 individual booths
- Singapore — 4 individual booths
- Philippines
- Cambodia
- Myanmar

28 booths from the top 3 countries = 17% of all 166 booths

Korea Import Expo 2026 — Key Achievements

36 countries competed with their finest products in national pavilions, and 10,056 buyers held business meetings on-site

36 countries

Countries

24 in 2025 → 1.5×

166 booths

Exhibition Scale

COEX Hall B2 · 3,645 ㎡

19,255 visitors

Visitors

10,056 buyers (52.2%)

120 meetings

1:1 B2B Meetings

113 in 2025 → +6.2%

Rebranding

First name change in 23 years — from a simple exhibition to B2B global sourcing

Internationalization

EU as official Country of Honour; national pavilions run by embassies and trade promotion agencies

Business Results

120 B2B meetings — up 6.2% from 113 in 2025

Achievement ② EU as Official Country of Honour

The European Union took part as the official Country of Honour — a year that raised KIE's international credibility

EU

Official Country of Honour

EU member states formed national pavilions, bringing together premium food and beverages, eco-friendly agricultural products and household consumer goods from across Europe.

Opening remarks — EU Ambassador Ugo Astuto

The active participation of EU member states shows that KIE has grown into an internationally trusted business platform

National Pavilions

Alongside the EU member state pavilions, government agencies, foreign embassies in Korea and trade & investment promotion agencies operated national and corporate pavilions

Exhibits

Proven quality products including European premium food & beverages, eco-friendly agricultural products and household consumer goods

Follow-up

Led to a meeting with ambassadors of 18 EU member states in Korea on Sept. 18, 2026, to discuss expanding Korea–EU trade and B2B meeting cooperation

Korea Import Expo 2026 On-Site

Opening Ceremony · EU Pavilion · National Pavilions · 1:1 Business Meetings



EU Pavilion (Team Europe)





Exhibition hall aisle



Tasting at the Uzbekistan Pavilion



Tasting and meetings at a Korean exhibitor's booth



Opening Ceremony — attended by the EU Ambassador and diplomats from many countries



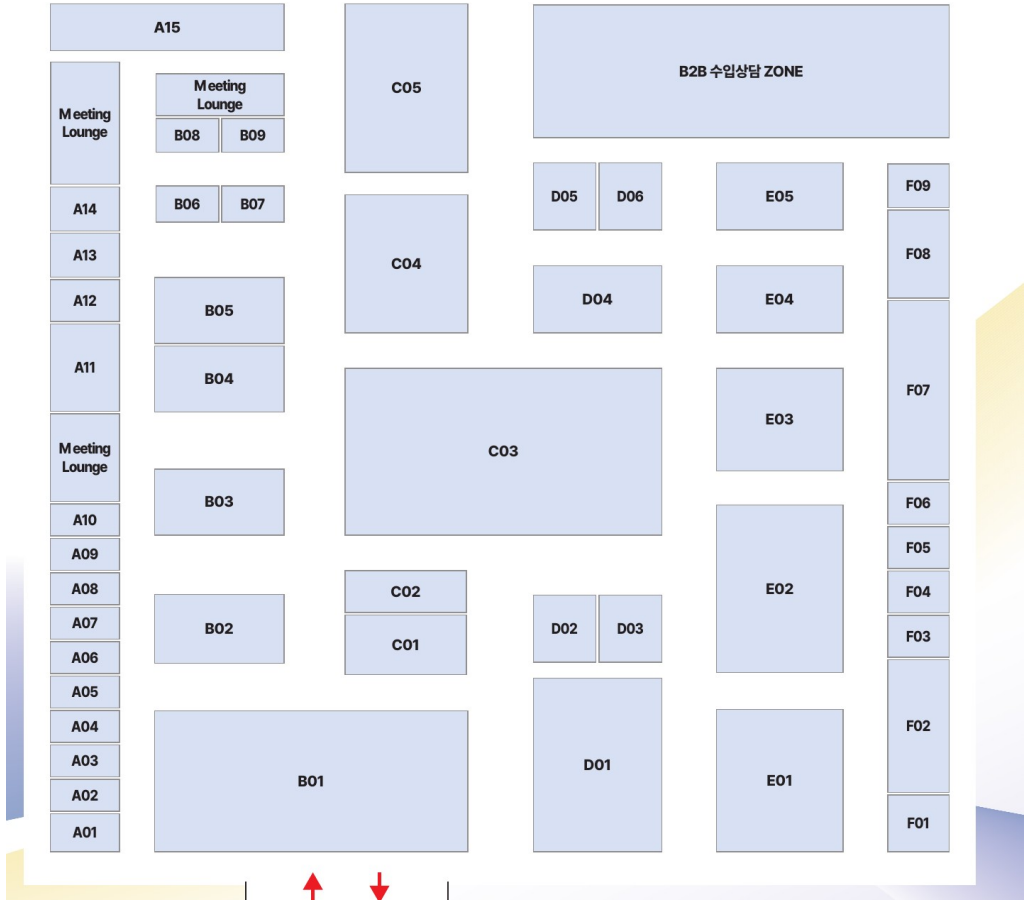
B2B Import Consultation Zone



Exhibition hall overview

Exhibition Hall Layout

COEX Hall B2 (3,645 ㎡) — national pavilion-centered layout with a central B2B Import Consultation Zone



Zone Composition

B2B Import Consultation Zone	Dedicated area for 1:1 business meetings (top center of the hall)
Meeting Lounge	3 exhibitor–buyer meeting lounges
Zone A	South Africa · Papua New Guinea · US state governments · Dominican Republic · KOIMA
Zone B	EU Pavilion · Singapore · Philippines · Korean companies
Zones C·D	Japan · Uzbekistan · Malaysia · India · Korean companies
Zones E·F	Malaysia · Ghana · Indonesia · Vietnam · Serbia · Bangladesh · Cambodia · Myanmar · Kazakhstan · Turkmenistan · Nepal

Promotion & External Cooperation

Multi-channel promotion across media, online and diplomatic channels

Media Relations

- Coverage in major business newspapers before and after the opening
- Spread of the rebranding and EU Country of Honour messages

Online Promotion

- Short-form social media (Reels) and card news production
- Targeted digital advertising on Meta and other platforms
- Interactive promotions to drive pre-registration

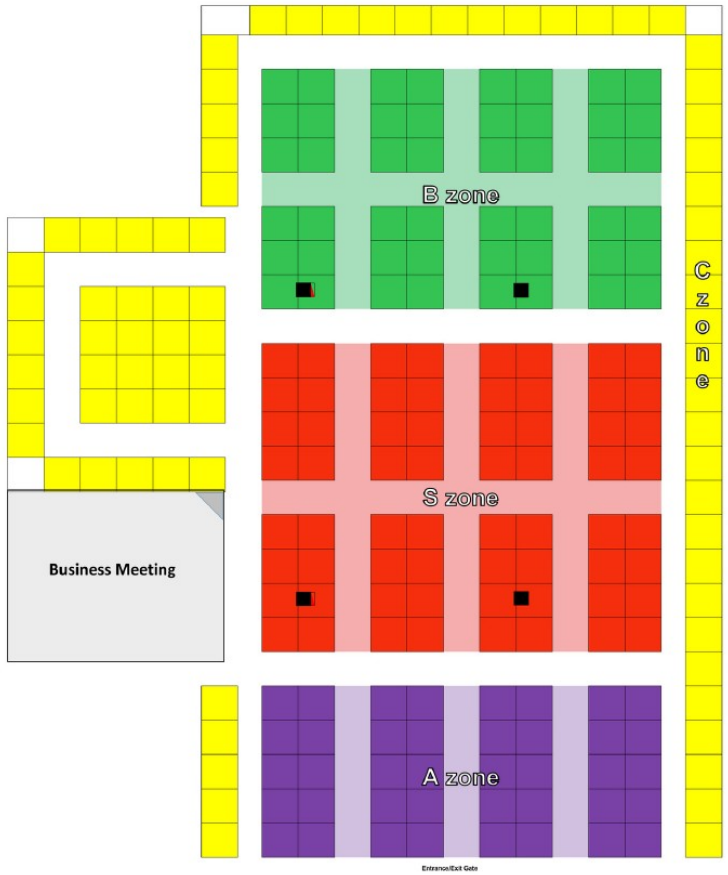
External Cooperation

- Participation of government agencies and foreign embassies in Korea
- National and corporate pavilions run by trade & investment promotion agencies

Key Message Two keywords — 'Rebranding' and 'EU Official Country of Honour' — communicated KIE 2026's elevated standing

Korea Import Expo 2027 — Plan

June 30 (Wed) – July 2 (Fri), 2027 · COEX Hall B · 24th Edition



Scale & Targets

220
Booths

40+
Participating Countries

10,000+
Professional Buyers

Supported by: Ministry of Trade, Industry and Resources · KOTRA · Foreign Embassies in Korea
Products: Premium F&B · Agricultural products · Consumer goods

Key Initiatives

- **2027 Country of Honour: ASEAN** — Integrated ASEAN Pavilion
- Strategic partnerships with leading Korean retailers (Coupang, GS Retail)
- Early Bird (until Dec. 31, 2026): 1+1 special offer for national pavilions / 1:1 business import-consultation matching

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Appendix · Exhibitor List

Based on the brochure distributed on-site at Korea Import Expo 2026

No.	Country	Exhibitor
A1	South Africa	ROSE MAY LUXURY LEATHER ACCESSORIES
A2	South Africa	EKAMU BRANDS
A3	South Africa	THULA SINDI
A4	South Africa	CHIMPEL
A5	South Africa	PETITE FRENCH AND CO
A6	South Africa	POLKA.DOT.COCO
A7	South Africa	DEVAN AND FRIENDS
A8	South Africa	FATHIMA KHAN LUXURY
A9	South Africa	RARE ETHNIC ACCESSORIES
A10	South Africa	IKHAYAELITE
A11	Papua New Guinea	Papua New Guinea Pavilion
A12	USA	State of Utah, USA
A13	USA	Georgia Department of Economic Development, USA
A14	Dominican Republic	Embassy of the Dominican Republic in Korea
A15	Korea	Korea Importers Association (KOIMA)
B01	EU	EU Pavilion
B02	Singapore	WorldFirst
B03	Korea	Jeil Trading
B04	Korea	BORA Trading
B05	Korea	Mega MGC Coffee (MGC GLOBAL)
B06	Korea	KITA FTA & Trade Support Center
B07	Korea	BMLOGICS
B08	Philippines	Konu Corporation
B09	Korea	CS For Life
C01	Japan	Aomori · Akita · Iwate · Hokkaido

No.	Country	Exhibitor
C02	Korea	Global Money Express Co., Ltd.
C03	Korea	Highland Food Group
C04	Uzbekistan	Uzbekistan Pavilion (TDC JSC)
C05	Korea	CERAGEM
D01	Malaysia	Malaysia Pavilion – MATRADE (18 individual booths)
D02	Korea	World-OKTA (Overseas Korean Traders Associations)
D03	Korea	uTransfer Biz
D04	Korea	Sooil Trading / Ju Fruits / Sunkist / Zespri
D05	India	Embassy of India in Korea
D06	Korea	Fairtrade Korea (Fairtrade International, Korea Office)
E01	Malaysia	Malaysia Pavilion – MATRADE
E02	Ghana	Ghana Pavilion – GEPA
E03	Indonesia	Indonesia Pavilion (6 individual booths)
E04	Vietnam	Business Studies & Assistance Center (4 individual booths)
E05	Serbia	Serbia Pavilion
F01	Malaysia	ADABI CONSUMER INDUSTRIES
F02	Bangladesh	Bangladesh Pavilion (Chamber of Commerce & Embassy)
F03	Vietnam	HIKARI SAI GON INVESTMENT & TRADING
F04	Vietnam	VIETNAM EMBASSY
F05	Cambodia	Embassy of Cambodia in Korea
F06	Myanmar	Embassy of Myanmar in Korea
F07	Kazakhstan	QAZTRADE
F08	Turkmenistan	Embassy of Turkmenistan in Korea
F09	Nepal	WOMEN'S EXPRESSIONS