

POST-SHOW REPORT

KOREA IMPORT FAIR 2024



POST-SHOW REPORT
KOREA IMPORT FAIR 2024



2024 KIF AT A GLANCE

60

COUNTRIES
REPRESENTED



85

EXHIBITORS
PARTICIPATED



15,000

VISITORS
ATTENDED



1,440

B2B
MEETINGS



7,700

BUYERS
ATTENDED



MARK YOUR CALENDAR

July 7th 2025





OVERVIEW

The annual **Korea Import Fair (KIF)** is a flagship project organized by the **Korea Importers Association (KOIMA)**, since **2004**. The event underwent a complete transformation from the previous “Import Goods Fair” to the “Korea Import Fair” since 2023 in order to secure a stable Global supply chain as well as expand international trade and strengthen Korean economy.

The Korea Import Fair 2024 (KIF 2024) henceforth), was successfully held for three days from **July 4th to July 6th, 2024, at COEX Hall B** in Samsung-dong, Seoul. KIF 2024 marks the 21st anniversary of this annual event. **85 exhibitors**, including **embassies from 60 countries**,

comprised of Korean importers, foreign exporters, the foreign Embassies in Korea and other trade-related organizations occupying in **150 booths**.

KOIMA has proudly organized **13 Seminars** on Global Distribution, E-commerce Platforms and other trade strategies, along with **1,440 B2B Meetings**. Seminars showed a great success throughout KOIMA’s preparation of the KIF 2024. Under the active online & offline promotion for this Fair and related events, KOIMA could successfully attracted more than 15,000 online pre-applicants for the fair. Now, we are expecting to move forward through **The Korea Import Fair 2025**, scheduled to take place **from July 7th to July 9th 2025** at **COEX Hall B**, Seoul, Korea.

■ PERFORMANCE

① Opening Ceremony

The opening ceremony of the 21st Korea Import Fair was attended by a total of 77 people, including the head of the Ministry of Trade, Industry and Energy, foreign ambassadors to Korea from 65 countries, the Minister of Trade of Slovenia, heads of major economic organizations, and executives from the Korea Importers Association.

② Enhancement of status of Fair

This fair was second time to be held as the “Korea Import Fair”, enhancing its status and role as the signature event in terms of trade in Korea. Classifying by each continent, it was the minimized version of Global Market, full of energy and enthusiasm.

This initiative aims to secure the global supply chain while diversifying Korean Import line.

③ Substantial B2B Meetings

The Korea Importers Association proceeded 1,440 B2B consultations between Korean and foreign companies in 15 countries, including Vietnam, Sri Lanka, South Africa and Croatia.

④ Practical Seminar Programs

Opportunities to provide information to attendees in various fields were given, such as major trade products and economic trends in South Africa and Azerbaijan, Globally Leading online platform firms such as Alibaba, Tik Tok, AliExpress and Shopee including business strategies by AI & Big Data technologies.



GOALS

The Korea Import Fair has been enhanced its position as one and only B2B exhibition in terms of Global Sourcing in Korea. The Korea Import Fair aims to achieve mainly three things.

① Enhancement as a specialized in Global Sourcing B2B exhibition

The B2B Meetings are one of the key events in KIF. To arrange and make these meetings successful and fruitful, several conditions need to be followed as below.

First, continuous expansion of the promotion in B2B meetings is crucial which can lead to increase the possibility of pre-B2B matching and their satisfaction.

Next, monitoring and supporting through the solid networks that KOIMA possess are also another key factors for B2B meetings.

Lastly, providing access code for KOIMA Import Database for foreign exporters is helpful to them to browse and understand Korean buyers in advance.



② Promote willingness to solve trade imbalance with other trade partners

We will make some substantial changes and improvements by actively reflecting the difficulties and feedbacks from participating companies in 2024 KIF.

In addition, we will continue to cooperate and encourage more countries and companies to participate by recognizing fairs as a signature exhibition in Korea and actively supporting them through various national networks established through KOIMA Import Delegations.



③ Solidifying mutual relationships

The Korea Import Fair provides opportunities for networking and communicating with various participants. Through the KIF, cooperation with various foreign trade-related organizations from all around the world can be made.

Also, KOIMA keep putting lots of efforts to boost business cooperation with foreign embassies, trade representatives and trade-related organizations in Korea.



IMPROVEMENTS

For next year's event, KOIMA will continue to keep and enhance the collaboration with foreign embassies and other trade related organizations to complete the booth registration in advance.

Additionally, we will finalize B2B applications early to put more efforts on match making and scheduling maximizing the number of fruitful meetings and their satisfaction.

Furthermore, we will provide participating companies with the access code to the KOIMA Import Database to enhance their understanding of the Korean market and its buyers.

Lastly, we successfully attracted around 15 thousand visitors through the active promotion this year. Next year, we will continue to boost promotion to make the event even more successful.





EXHIBITORS AND BOOTHS

The list of exhibitors vary from year to year. While many companies individually participate in the fair, others also participated in under the collaboration with Embassies or trade representatives in Korea. The list of exhibitors from the KIF 2024 is as follows:

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
A02	COCO GREEN (PVT.) LTD	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
A03	S.M.E. GEM & JEWELLERY	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
A04	GLOBAL MONEY EXPRESS CO., LTD	REPUBLIC OF KOREA
A05	FTA INFORMATION & BUSINESS SUPPORT CENTER	REPUBLIC OF KOREA
A06	SCM FAIR 2024	REPUBLIC OF KOREA
A07	BOWRON SHEEPSKINS	REPUBLIC OF KOREA
B01	JOHN SMEDLEY	REPUBLIC OF KOREA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
B02	MA'S TROPICAL FOOD PROCESSING (PVT) LTD	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
B03	TROPIKAL LIFE INTERNATIONAL PRIVATE LIMITED	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
B04	WARNA EXPORTERS (PVT) LTD	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
B05	IMPERIAL TEA EXPORTS (PVT) LTD	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
B06	IRKUTSK REGION	RUSSIAN FEDERATION
B07	HIGHLAND FOODS CO., LTD	REPUBLIC OF KOREA
B09	SHINHAN BANK	REPUBLIC OF KOREA
B10	UTRANSFER BIZ	REPUBLIC OF KOREA
C01	FSP COLLECTION	REPUBLIC OF SOUTH AFRICA
C02	ANNA ME	REPUBLIC OF SOUTH AFRICA
C03	SEVENTYFOUR	REPUBLIC OF SOUTH AFRICA
C04	WILD RHINO SA	REPUBLIC OF SOUTH AFRICA
C05	ENERMOUS FOAM TAPES AND PRESSURE SENSITIVE ADHESIVES	REPUBLIC OF SOUTH AFRICA
C06	ROSE MAY	REPUBLIC OF SOUTH AFRICA
C07	THE NINA SEDUMEDI BRAND	REPUBLIC OF SOUTH AFRICA
C08	CHIMPEL	REPUBLIC OF SOUTH AFRICA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
C09	NEO AFRICA	REPUBLIC OF SOUTH AFRICA
C10	MANOCK NATURALS	REPUBLIC OF SOUTH AFRICA
C11	INDONESIA	REPUBLIC OF INDONESIA
C12	PACIFIC ISLANDS COUNTRIES	REPUBLIC OF FIJI
C13	HIGHLAND FOODS CO., LTD	REPUBLIC OF KOREA
C14	ZESTCO CO., LTD	REPUBLIC OF KOREA
C15	AMITAERA JEWELRY	REPUBLIC OF KOREA
C16	COMTEMPLATION STRATEGY FOR LIFE	REPUBLIC OF KOREA
C17	EMBASSY OF RWANDA	REPUBLIC OF RWANDA
C18	QATAR	STATE OF QATAR
C19	TANZANIA	UNITED REPUBLIC OF TANZANIA
C20	COTE D'IVOIRE	REPUBLIC OF COTE D'IVOIRE
C21	ZAMBIA	REPUBLIC OF ZAMBIA
C22	NIGERIA	FEDERAL REPUBLIC OF NIGERIA
C23	GHANA	REPUBLIC OF GHANA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
C24	JORDAN	HASHEMITE KINGDOM OF JORDAN
D01	CASHMERE HOUSE	REPUBLIC OF KOREA
D02	ULTRA V CO., LTD	REPUBLIC OF KOREA
D03	TOTAL SELLER	REPUBLIC OF KOREA
D04	PAPUA NEW GUINEA	INDEPENDENT STATE OF PAPUA NEW GUINEA
D05	KEENUS	REPUBLIC OF KOREA
D06	UNITED ARAB EMIRATES	UNITED ARAB EMIRATES
D07	SHANDONG JIMO RICE WINE FACTORY CO., LTD.	PEOPLE'S REPUBLIC OF CHINA
D08	HAPPY CORGI	PEOPLE'S REPUBLIC OF CHINA
D09	YANCHENG HENGFENG SPONGE CO., LTD	PEOPLE'S REPUBLIC OF CHINA
D11	ALPINE COFFEE ESTATE PVT. LTD	FEDERAL DEMOCRATIC REPUBLIC OF NEPAL
D12	TALMAS&SONS	UNITED REPUBLIC OF TANZANIA
D13	PATHIVARA T TRADERS	FEDERAL DEMOCRATIC REPUBLIC OF NEPAL
D14	SHENYANG HENGSHENGWEI TRADING CO., LTD	PEOPLE'S REPUBLIC OF CHINA
D16	VISHAL TOOLS & FORGINGS PVT LTD	REPUBLIC OF INDIA
D17	HINDUSTAN FOREIGN TRADERS	REPUBLIC OF INDIA
D18	INDIA	REPUBLIC OF INDIA
D19	GSM PLUS EXPORTS	REPUBLIC OF INDIA
D20	GHANA	REPUBLIC OF GHANA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
D21	GHANA	REPUBLIC OF GHANA
D22	GHANA	REPUBLIC OF GHANA
D23	GHANA	REPUBLIC OF GHANA
D24	GHANA	REPUBLIC OF GHANA
E01	CROATIA	REPUBLIC OF CROATIA
E02	AZERBAIJAN	REPUBLIC OF AZERBAIJAN
E03	BULGARIA	REPUBLIC OF BULGARIA
E04	SLOVENIA	REPUBLIC OF SLOVENIA
E05	BELARUS	REPUBLIC OF BELARUS
E06	RUSSIA	RUSSIAN FEDERATION
E07	GREECE	HELLENIC REPUBLIC
E08	SERBIA	REPUBLIC OF SERBIA
E09	BOLIVIA	PLURINATIONAL STATE OF BOLIVIA
E10	VENEZUELA	BOLIVARIAN REPUBLIC OF VENEZUELA
E11	PERU	REPUBLIC OF PERU
E12	ECUADOR	REPUBLIC OF ECUADOR
E13	TAJIKISTAN	REPUBLIC OF TAJIKISTAN
E14	KYRGYZ	KYRGYZ REPUBLIC

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
E15	VIETNAM	SOCIALIST REPUBLIC OF VIETNAM
E16	MALAYSIA	MALAYSIA
E17	NEPAL	FEDERAL DEMOCRATIC REPUBLIC OF NEPAL
E18	NEW GAURAV TRADERS	FEDERAL DEMOCRATIC REPUBLIC OF NEPAL
E19	CHINA	PEOPLE'S REPUBLIC OF CHINA
E20	SRI LANKA	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
E21	THAILAND	KINGDOM OF THAILAND
E22	BRUNEI	NEGARA BRUNEI DARUSSALAM
E23	MYANMAR	REPUBLIC OF THE UNION OF MYANMAR
E24	HONG KONG TRADE DEVELOPMENT COUNCIL	HONG KONG SPECIAL ADMINISTRATIVE REGION OF THE PEOPLE'S REPUBLIC OF CHINA
E25	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
E26	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
E27	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
E28	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
F01	SLOVAK	SLOVAK REPUBLIC
F02	LITHUANIA	REPUBLIC OF LITHUANIA
F03	LATVIA	REPUBLIC OF LATVIA
F04	GEORGIA	GEORGIA
F05	GUATEMALA	REPUBLIC OF GUATEMALA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
F06	MEXICO	UNITED MEXICAN STATES
F07	EL SALVADOR	REPUBLIC OF EL SALVADOR
F08	PAKISTAN	ISLAMIC REPUBLIC OF PAKISTAN
F09	KAZAKHSTAN	REPUBLIC OF KAZAKHSTAN
F10	CAMBODIA	KINGDOM OF CAMBODIA
F11	PHILIPPINES	REPUBLIC OF THE PHILIPPINES
F12	UZBEKISTAN	REPUBLIC OF UZBEKISTAN
F13	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
F14	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN
F15	Trade Development Company JSC	REPUBLIC OF UZBEKISTAN



Seminars & Events

Seminars and B2B meetings are significant events in KIF. In the KIF 2024, the seminars provided all the participants of a wide range of business insights and strategies in terms of the distribution, online platform, and other top-notch technologies such as AI and Big Data to grasp fast-changing business climates. Especially seminars from Global Online Distribution Platforms such as Alibaba, Tik-Tok, Shopee and AliExpress drew lots of interests and attentions with substantial business information.

In addition, there were locally specialized seminars from South Africa and Azerbaijan, introduced by representatives of its industry organization, respectively. These sessions covered diverse topics, ranging from unveiling national economic trends and presenting promising export & investment sectors. Noticeably, whole seminar sessions' participation were finished in advance through the online pre-registration.

Furthermore, 1:1 Business meetings among excellent foreign exporters and Korean buyers went also successfully thanks to the considerate Business matchings from Korea Importers Association.

Date	Time	Topic
July 4 th	11:00~11:50	Expanding Domestic Sales through AliExpress K-Venue
	13:00~13:50	Showcase of Azerbaijani Excellent Products and Investment Opportunities
	14:00~14:50	Showcase of Unique and Attractive Products from South Africa (Focused on Footwear and Leather Goods)
	15:00~15:50	One-stop sales strategy for sourcing 1688 products using Domeggook/Domeme
	16:00~16:50	Online overseas direct purchase import customs clearance and FTA utilization know-how
July 5 th	10:10~10:50	Expanding into the Chinese Market through Alibaba Tmall Global, China's Largest Direct Purchase Platform
	11:00~11:50	Global B2B Buyer Sourcing Trends and Import-Export Strategies Using Alibaba
	13:00~13:50	E-Commerce Export Strategies for the Southeast Asian Market Using Shopee
	14:00~14:50	Maximizing Government Export Subsidies 100% through Content Commerce (Southeast Asia, China)
	15:00~15:50	K-Wave on TikTok, Short-Form Creative Strategies for International Expansion
	16:00~16:50	Three Success Strategies for Revenue Growth Using Alwaysz and Toss
July 6 th	10:30~11:50	Strategies for Expanding into International Markets Using Shopify
	13:00~14:30	Discovering and Demonstrating Buyers Using AI and Big Data



■ Closing

With the generous sponsorship of the Ministry of Trade, Industry, and Energy, KOIMA has successfully orchestrated 20 annual KIF. This journey marked a significant milestone as it introduced semiconductor materials, parts, and equipment for the first time. It has also established a pivotal platform, inviting the world to engage with Korea's raw materials and consumer goods market. Building upon these achievements, KOIMA is committed to expanding the exhibition's horizons in the coming year and promote the use of paid booths to other countries.

Looking ahead, KOIMA envisions a prosperous KIF for the upcoming year. Fueled by the strides and innovations of this year's edition, the 2024 fair is set to elevate its impact and contribute further to the government's objective of balanced trade and a robust global supply chain.

We call for your interest, support, and commitment to making this event no merely a museum of commodities but a marketplace for mutual benefit. We reiterate that the **KIF 2024** will be scheduled to take place from **July 4th, 2024 to July 6th, 2024 at COEX, Hall B**. Mark your calendar and be a part of this occasion. Your presence is early anticipated.



SEE YOU AGAIN
YOUR SEAT AWAITS HERE

Korea's Exclusive B2B Sourcing Platform

2025 KOREA IMPORT FAIR

2025.07. **07** MON
~ **09** WED

COEX Hall B



Organized by



Sponsored by



In cooperation with

Foreign Embassies in Korea

