

**kotra**

Korea Trade-Investment  
Promotion Agency

# Boom-Up Korea Biz Week 2026

2026. 10. 21.(WED) – 10.22.(THU)  
Hall 7, Exhibition Center 2, KINTEX

Information Note - **KOTRA**



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# I. Overview

## ① Event Overview

- Event Name : Korea Biz Week 2026
- Date : October 21(Wed)-October 22(Thu), 2026
- Venue : Hall 7, KINTEX Exhibition Center 2  
(217-60, Kintex-ro, ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea)
- Hosts & Organizers : Ministry of Trade, Industry and Energy, KOTRA
- Scale of Participation : 350 buyers, 1,500 domestic companies
- Objective : integration of export achievements for Korean companies through diverse programs, including business meetings (industry-specialized and linked with domestic exhibitions), showcases and special pavilions.

| Category    | Items                                                                                                                                           |                                                                      | Number of Buyer | Approving Department      |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------|---------------------------|
| Bio         | Bio·Biopharmaceuticals(APIs, Finished medical products etc),<br>Therapeutic development<br>※ Held as part of the Global Bio-Pharma Plaza (GBPP) |                                                                      | 100             | Bio Health                |
| Convergence | AI-integrated industries(M.AX, etc), Smart cities/farms,<br>AI-driven public services, Robotics                                                 |                                                                      | 35              | AI Convergence            |
| Contents    | Services                                                                                                                                        | Franchises, Webtoons, Edutech & related equipment, IP                | 20              | Servie Industry           |
|             | Consumer Goods                                                                                                                                  | K-Beauty, Hallyu-related products, Food & Beverage, Baby products    | 200             | K-Consumer                |
| Defense     | Drones, Advanced defense communication & command systems<br>※ Held as part of the Korea Defense & Security Week (KODAS)                         |                                                                      | 50              | Defense Trade Office      |
| Energy      | Energy                                                                                                                                          | Energy equipment (Nuclear power, Electrical, Renewable energy, etc.) | 10              | Climate & Energy Industry |
|             | Infrastructure                                                                                                                                  | Plant project owners / procurement agencies                          | 10              | Infrastructure Industry   |



# I. Overview

## ② Associated initiatives

- Domestic Company Showcase, Promotional Booths, and Business meeting Pavilions:  
Establishing product/solution demonstration and business meeting spaces for promising client firms in consumer goods, services, and 'Export-Hope 1000', including 1:1 business matching with buyers.

### < Showcase Setup >



- As of late June, a total of 10 showcase projects are planned in collaboration with 6 departments.
  - ↳ Consumer Goods Showcase (80 firms), Service Showcase (10 firms), Buyer Lounge (8 franchise firms), etc.
- Additionally, Business meeting and promotional booths will be operated in collaboration with 7 departments.
  - ↳ Global Talent Attraction Program, Support for Reshoring Overseas Companies, ESG Consulting, etc.

- Reception for Buyers with Signed Contracts at Overseas Exhibitions :  
Networking reception for domestic firms and buyers who have signed export contracts or participated in overseas exhibitions.
- Regional Exhibition Visits : Transportation support for buyers participating in linked exhibitions, such as the Korea Police Expo<sup>KPEX</sup> and TexVision<sup>TexVision</sup>.

*\* Participation in the two exhibitions mentioned above has been confirmed, and discussions are underway regarding collaboration arrangements for other exhibitions.*



# I. Overview

## ③ Business Meeting Schedule

- Each business meeting session lasts for a total of 45 minutes  
(approx.40 minutes for Business meeting+approx.5 minutes for break and performance reporting)

| [Korea Biz Week 2026, 10.21~10.22] |                 |             |
|------------------------------------|-----------------|-------------|
| No.                                | Meeting         | Time        |
| #01                                | Meeting Time 01 | 10:00-10:45 |
| #02                                | Meeting Time 02 | 10:45-11:30 |
| Lunch 11:30-13:00                  |                 |             |
| #03                                | Meeting Time 03 | 13:00-13:45 |
| #04                                | Meeting Time 04 | 13:45-14:30 |
| #05                                | Meeting Time 05 | 14:30-15:15 |
| #06                                | Meeting Time 06 | 15:15-16:00 |
| #07                                | Meeting Time 07 | 16:00-16:45 |
| #08                                | Meeting Time 08 | 16:45-17:30 |

### ※Items to be confirmed by Each Responsible Department※

- During the two day of business meeting program, a total of 16 meetings (8 per day) maybe arranged. Booth and showcase meetings are recommended to be scheduled and managed according to the following allocation.  
(Per day) Of the 6 meetings per day, 5 should be allocated to booth meetings and 3 to showcase meetings.

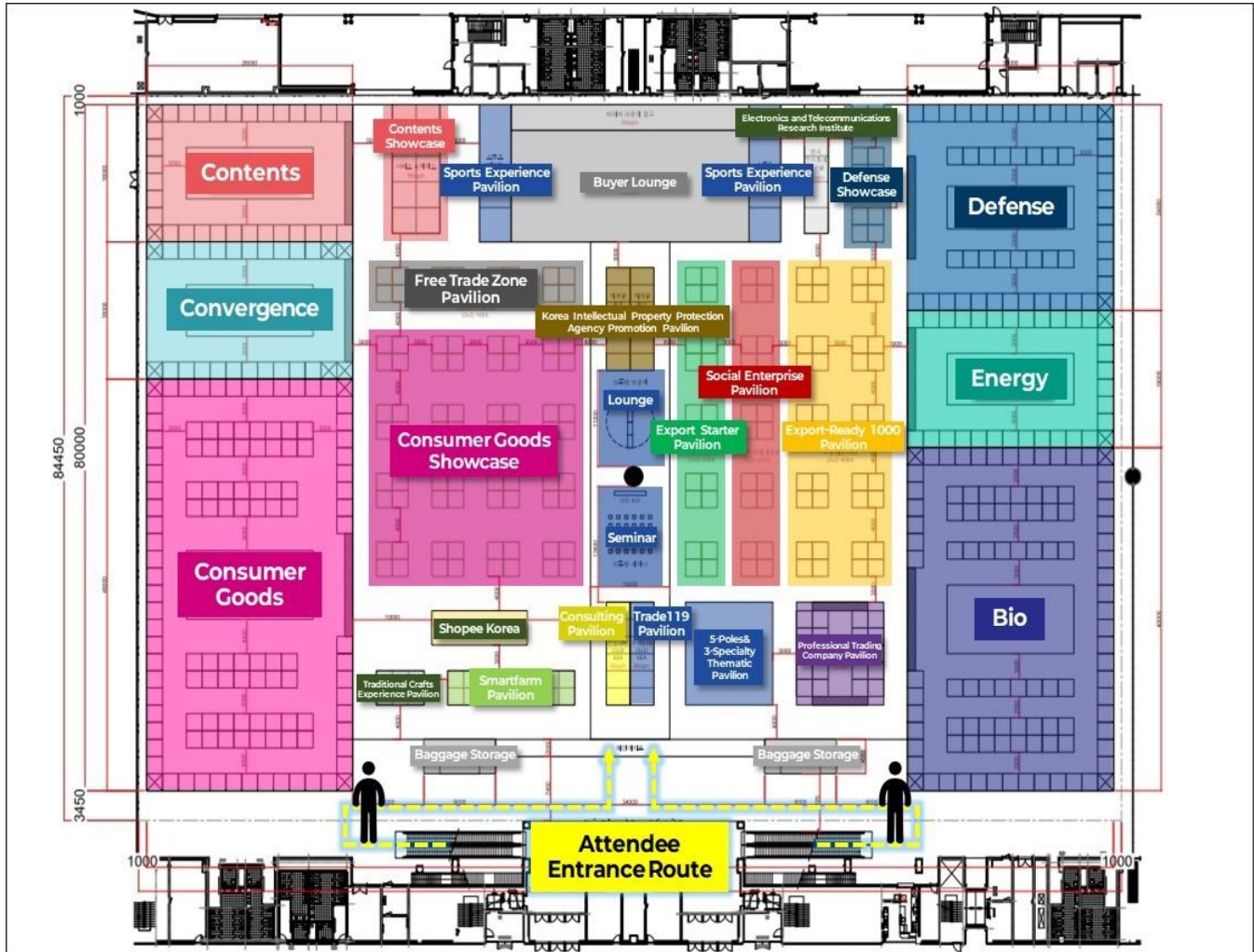
*\*However, for the Consumer Goods Pavilion, the meeting schedule should be mated with 4 Consumer Goods showcase Meetings and 4 Booth Meetings.*



# I. Overview

## ④ Business Meeting Floor Plan

(\*Subject to change based on final layout planning)



## II. Participation Guideline

### ① Buyer Provided Services

| NO. | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Provision Status             |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 1   | <b>Interpretation</b> <ul style="list-style-type: none"> <li>▶ One interpreter will be provided per participating buyer company.</li> <li>▶ Please select the required language when submitting your registration Form.</li> <li>▶ Interpreters will be assigned based on the languages requested through the Registration form in advance.</li> </ul> <p>※Available languages : English, Chinese, Japanese, Spanish, German, French, Vietnamese</p>                                                                                                                                                                                                 | Provided to all buyers       |
|     | <b>Lunches</b> <ul style="list-style-type: none"> <li>▶ Lunch will be provided at the event venue.</li> <li>▶ Please select your dietary preferences (Regular, Vegetarian, Halal) when submitting your Registration Form.</li> <li>▶ Lunch will be provided based on the pre-selected options through the Registration form. Changes cannot be made after submission, so please confirm your selection before submitting.</li> </ul>                                                                                                                                                                                                                 |                              |
| 3   | <b>Domestic Transportation</b> <ul style="list-style-type: none"> <li>▶ Expenses for official schedules(arrival, group transport to exhibitions, etc.) are supported.</li> </ul> <p>※Individual transportation costs outside of KOTRA-arranged group transport are not supported.</p>                                                                                                                                                                                                                                                                                                                                                                |                              |
| 4   | <b>Accommodation</b> <ul style="list-style-type: none"> <li>▶ Support is limited to one person per company at a designated hotel, provided that business meeting history is verified.</li> </ul> <p>※Up to 3 nights supported (Check-in : Oct.20(Tue)for buyers participating in the two-day business meetings).</p> <ul style="list-style-type: none"> <li>▶ Expenses for accommodation at facilities other than those designated by the Secretariat are not eligible for support.</li> </ul>                                                                                                                                                       | Provided upon conditions     |
| 5   | <b>Round-trip Airfare</b> <ul style="list-style-type: none"> <li>▶ In Principle, not supported</li> <li>▶ However, if deemed important by the buyer approval department—such as buyers with business contracts, global buyers, or major project owners—actual airfare costs may be supported at 50–100% within regional limits.</li> <li>▶ In the event of a no-show due to personal reasons, costs cannot be refunded</li> <li>▶ The receipt submission standard is an 'economy round-trip ticket,' and if seat classes are upgraded individually, it will only support the "standard round-trip airfare amount based on economy class."</li> </ul> | Provided based on buyer tier |

## II. Participation Guideline

### 1) Interpretation

- ▶ One interpreter is assigned per buyer company based on the requested language.  
Language selection cannot be changed after submission.

| No. | Language   |
|-----|------------|
| 1   | English    |
| 2   | Chinese    |
| 3   | Japanese   |
| 4   | Spanish    |
| 5   | German     |
| 6   | French     |
| 7   | Vietnamese |

### 2) Lunches

- ▶ Boxed meals will be provided on the event day.  
Please select your meal preference when registering.

#### - Dietary Preference Selection

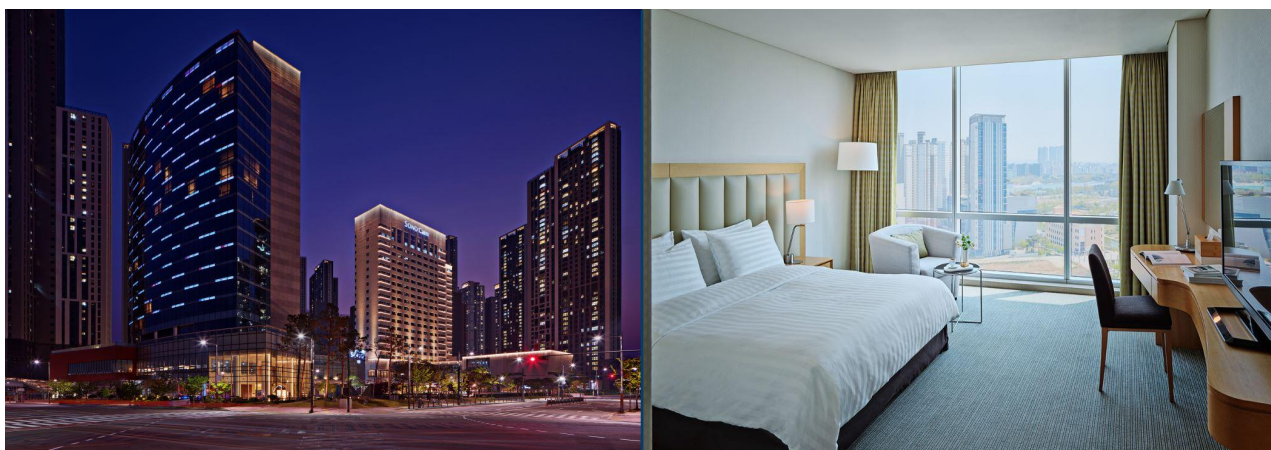
| No. | Dietary Preference |
|-----|--------------------|
| 1   | Standard           |
| 2   | Vegetarian         |
| 3   | Halal              |



## II. Participation Guideline

### 3) Accommodation

- ▶ Accommodation support for participants



| Category                 | Details                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name                     | SONO CALM Goyang                                                                                                                                                                                                                                                                                                                                                                                          |
| Schedule                 | 2026.10.20.(Tue) ~ 10.23.(Fri),<br>(*Up to 3 nights supported if participating in the 2-day business meeting)                                                                                                                                                                                                                                                                                             |
| Non-sup<br>port<br>items | <ul style="list-style-type: none"> <li>• Additional nights beyond the specified dates</li> <li>• Mini bar charges</li> <li>• Laundry services</li> <li>• Domestic and international phone calls</li> <li>• Restaurant or bar consumption</li> <li>• Room service</li> </ul> <p><i>*Please note that any costs incurred when using the paid services mentioned above must be covered individually.</i></p> |
| Website                  | <a href="https://www.sonohotelsresorts.com/calm_gy">https://www.sonohotelsresorts.com/calm_gy</a>                                                                                                                                                                                                                                                                                                         |
| Notice                   | <ul style="list-style-type: none"> <li>• Please note that all guest rooms in the hotel are strictly non-smoking.</li> <li>• Accommodation support is provided for one person per company, limited to buyers with verified business meeting history.</li> <li>• Expenses for accommodation facilities other than the hotel designated by the KOTRA are not supported.</li> </ul>                           |

### 4) Transportation

- ▶ Support for the official schedule (arrival, main business meeting, concurrent business meeting session, etc.) will be covered.
- \*Travel expenses will not be supported for individual travel.*
- \*Further details will be provided in the final Information Note*

## II. Participation Guideline

### 5) Round-Trip Airfare

#### ▶ Eligibility and Scope of Support

- Eligible Participants: Overseas Buyers
  - \*Overseas buyers who have met the business meeting performance requirements and have been officially approved and selected by the KOTRA.
- Scope of Support: Round-trip economy class airfare, airport-to-hotel ground transportation.

### ② Incentive Support Conditions for Buyers

- Basic Terms and Conditions
  - Support is provided based on the price of an 'Economy class round-trip ticket.'
  - In the event of a personal seat upgrade, the Secretariat will provide incentive only up to the amount of a 'standard Economy class round-trip ticket.'
  - Airfare support is limited to the maximum threshold based on the country and region of departure submitted during pre-registration.  
(e.g., If arriving from a different country after attending another meeting, the airfare support is capped at the threshold of the buyer's home country.)
  - Accommodation is provided for one representative per company at a designated hotel, contingent upon the verification of confirmed business meeting records.
  - \*For 2 days of attendance: maximum of 3 nights supported  
Check-in on Oct. 20 (Tue) – Check-out on Oct. 23 (Fri)
  - No support will be provided in the event of a "No-Show" due to personal reasons.
  - Cash payments are not eligible for reimbursement.  
Only credit card receipts (clearly indicating the date of payment, items/services purchased, and payment method) are acceptable for submission.

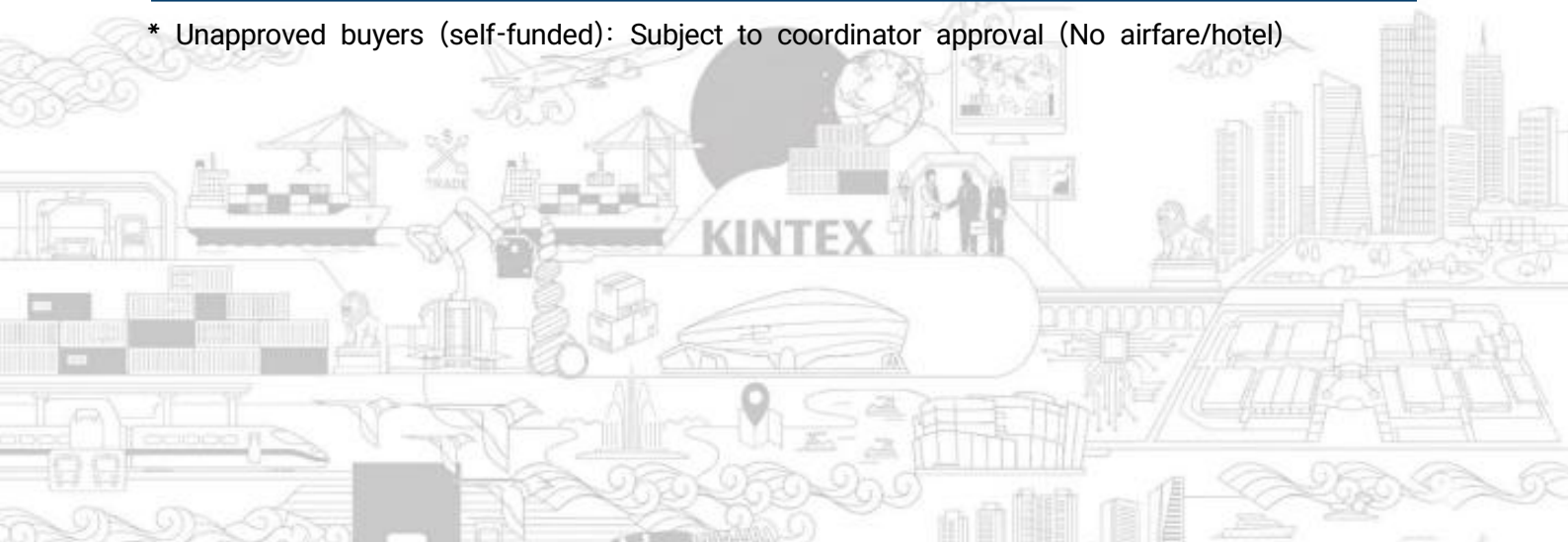


## II. Participation Guideline

### - Incentive Conditions by Tier

| Tier                   | Eligibility Criteria ( <b>Satisfy at least one*</b> )                                                                                                                                                                                                                                                                                                                                             | Upper limit                                                                                                                                                                                                                                                                                                            |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 100%                   | <ul style="list-style-type: none"> <li>- Contract value of \$200,000 or more</li> <li>- Achieved \$200,000 + in contracts at the Boom-up Business meeting Meeting following an MOU in the first half of the year</li> </ul>                                                                                                                                                                       | The lower of:<br>100% of the regional ceiling or<br>100% of the actual airfare                                                                                                                                                                                                                                         |
| 50% ~ 100%             | <ul style="list-style-type: none"> <li>- Key buyers identified by the department (e.g., Global buyers with \$100M + annual revenue, project leads, major distribution channels)</li> <li>- Buyers invited via external budgets or inter-agency agreements (e.g., Korea Pharmaceutical Traders Association)</li> </ul>                                                                             | The lower of:<br>50-100% of the regional ceiling or<br>50-100% of the actual airfare                                                                                                                                                                                                                                   |
| 50%                    | <ul style="list-style-type: none"> <li>- Contract value of \$100,000 or more</li> <li>- Achieved \$50,000 ~ \$200,000 in contracts at the Boom-up Business meeting Meeting following an MOU in the first half of the year</li> </ul>                                                                                                                                                              | The lower of:<br>50% of the regional ceiling or 50% of the actual airfare                                                                                                                                                                                                                                              |
| 0%<br>(General Buyers) | <ul style="list-style-type: none"> <li>- While no formal contract has been concluded, additional buyer recruitment may be considered if the industry-specific organizing departments determine that further buyer outreach is necessary.</li> </ul> <p>In particular, priority will be given to buyers in key sectors, including consumer goods, with a focus on diversifying export markets.</p> | <p>※ Support Criteria for General Buyers</p> <p>① Airfare: Not Provided</p> <p>② Accommodation at<br/>Designated Hotel: 3 Nights</p> <ul style="list-style-type: none"> <li>- Mandatory participation in the event program on both event days</li> <li>- A minimum of 12 business meetings during the event</li> </ul> |

\* Unapproved buyers (self-funded): Subject to coordinator approval (No airfare/hotel)





## III. Business Meeting Matching Manual

### ① Detailed Implementation Schedule

(\*Key Milestones - Sep: Completion of buyer and Korean company registration and approval / By October 7: Finalization of the buyer and Korean company lists)

| Detailed Implementation Schedule by Task     |                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
|----------------------------------------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------|---------|--------|---------|-----------------|-------|---------------|
| Category                                     | Deadline(HQ Time)                              | Remarks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |                           |         |        |         |                 |       |               |
| Domestic Company Application & Registration  | Rolling basis until Oct 6                      | * General consultations for consumer goods may close early.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |                           |         |        |         |                 |       |               |
| Buyer Recruitment & Registration             | Rolling basis until Sep 11                     | * Items Requiring Confirmation:<br>- Block consultation slots based on arrival times for buyers attending co-located exhibitions.<br>- Final confirmation requested for interpretation language and meal box selection.<br>(Services will be provided based on pre-registered details;on-site changes will not be permitted.)<br>- Interpretation language, special requests/dietary needs, accommodation request status, and participation in co-located events.<br>- Final verification of required document submissions (flight details and incentive-related documents). |          |                           |         |        |         |                 |       |               |
| Buyer Approval Schedule                      | (Round 1) Aug 20 (Thu)<br>(Final) Sep 15 (Tue) | * Additional approvals may be reviewed at the discretion of the industry-specific department in charge.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |                           |         |        |         |                 |       |               |
| Domestic Company / Buyer Meeting Application | Rolling basis until Oct 7                      | * Consultation applications will be temporarily paused during system auto-matching periods. <table><tr><th>Category</th><th>Meeting Matching Schedule</th></tr><tr><td>Round 1</td><td>Sep 14</td></tr><tr><td>Round 2</td><td>Sep 21 – Sep 23</td></tr><tr><td>Final</td><td>Oct 7 – Oct 9</td></tr></table>                                                                                                                                                                                                                                                                | Category | Meeting Matching Schedule | Round 1 | Sep 14 | Round 2 | Sep 21 – Sep 23 | Final | Oct 7 – Oct 9 |
| Category                                     | Meeting Matching Schedule                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
| Round 1                                      | Sep 14                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
| Round 2                                      | Sep 21 – Sep 23                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
| Final                                        | Oct 7 – Oct 9                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
| Finalization of Buyer List                   | Oct 7                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |
| Distribution of Final Buyer Guidebook        | Oct 14                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                           |         |        |         |                 |       |               |