



**G-FAIR KOREA**

**GLOBAL BRIDGE,  
GREAT FESTA!**

**26th Excellent Products  
Exhibition of Korea**

**G-FAIR KOREA**

Supporting Market Opening for Small  
and Medium Enterprises (SMEs)  
Korea's Largest General Exhibition!



### Event Overview

#### Title of the Exhibition

26th Excellent Products Exhibition of Korea  
: G-FAIR KOREA 2023

#### Date and Venue

October 26 (Thursday) to October 28 (Saturday),  
2023 (three days)  
Halls 1 and 2 at Ilsan KINTEX Exhibition Center 1

#### EVENT SCALE

600 booths representing 500 companies /  
Anticipating 1,000 buyers in attendance

#### Hosted/Supervised by



### Exhibition Categories

**Business-to-Business (B2B) and  
Business-to-Consumer (B2C) Across  
All Industries**

Lifestyle, food, beauty, health, electronics, leisure,  
industrial goods, energy companies, internet of  
things (IoT) firms, and more

### Contact Us

- **E-MAIL** [gfair@gsba.or.kr](mailto:gfair@gsba.or.kr)
- **TEL** 031-259-6531 ~ 6534

### Event Overview

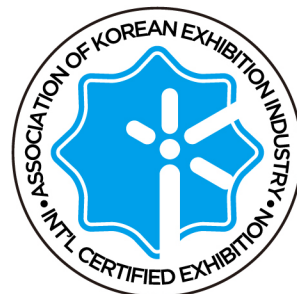
**Export/Purchase  
Consultation Session**

**Online and Offline  
Promotional Services**

**New Product Launch /  
Pitching Day Planning**

**Excellent Products  
Awards and Special  
Exhibition Hall**

### Certified International Exhibitions



\* Pre-issued certification is available for the certified international exhibition.

# Overseas Market Expansion Update

\* GBC: GBSA OVERSEAS OFFICES, PRESENT IN 9 COUNTRIES AND 12 LOCATIONS

CHINA ✓✓✓✓  
JAPAN

**24%**

**China: Expectations for Market Reopening**  
**Japan: Silver Care Market Continues to Expand**

**Key Insights for Expanding into China**

Anticipating reopening Accelerating demand for selective consumption, such as fashion and cosmetics

✓ GBC SHANGHAI, SHENYANG, GUANGZHOU, AND CHONGQING

VIETNAM ✓  
THAILAND ✓  
MALAYSIA ✓  
PHILIPPINES  
INDONESIA

**25%**

**Southeast Asia: Projected Growth Rate in the 5% Range**

**Key Insights for Expanding into Vietnam**

With the enforcement of the Regional Comprehensive Economic Partnership (RCEP) agreement, tariffs on approximately 85% of Korean goods are set to be eliminated

✓ GBC BANGKOK, HO CHI MINH CITY, AND KUALA LUMPUR

UNITED STATES ✓  
CANADA  
PERU  
CHILE  
MEXICO

**25%**

**The United States: The Fastest and Most Steady Market**

**Key Insights for Expanding into the United States**

The life and health industry, encompassing software and hardware across various categories, is steadily growing.

✓ GBC SHANGHAI, SHENYANG, GUANGZHOU, AND CHONGQING

RUSSIA ✓  
FRANCE ✓  
INDIA ✓  
IRAN ✓  
TURKIYE ✓  
KENYA ✓

**25%**

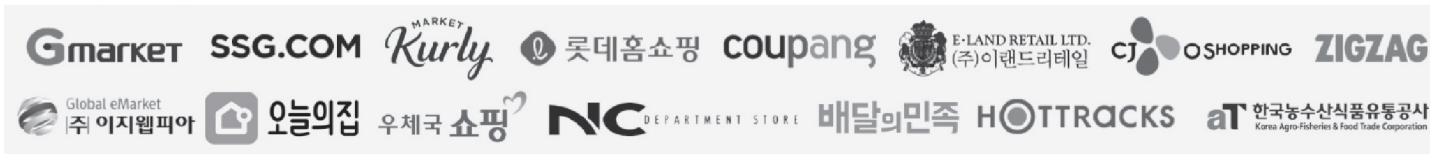
**Europe: Surging Demand for Eco-Friendly Products**  
**India: High Success Rate in Vegan Products**

**Key Insights for Expanding into Russia**

Famous European high-market share brands are exiting the market  
Growing recognition of South Korean product competitiveness

✓ GBC MOSCOW, MUMBAI, TEHRAN, ISTANBUL, AND NAIROBI

## Targeting the Domestic Market



## Exhibition Results for 2022

Overseas Buyers from 41 Countries: 575 Attendees | Export Consultations: 2,899 Sessions | Consultation Value: USD 328,000,000  
 Participation Satisfaction: 4.3/5 | Domestic Buyers: 336 Attendees | Consultations: 1,773 Sessions  
 Contract Advancements: 1,616 Cases | Consultation Value: KRW 143,929,000,000

## Services Provided

**Export Consultation Session**

**Largest-scale International Buyer Invitation in Korea**  
**100% Support with One-on-One Interpretation**

**Outstanding Case | Participation for Five Consecutive Years | Company A (Kitchen Appliances)**

Japan's home shopping expansion leads to a successful domestic market comeback  
Achieving KRW 100 billion in annual sales  
Expanding into new categories

**Purchase Consultation Session**

**Extensive Invitations to Buyers from Various Distribution Channels**  
(Coupang, SSG.COM, specialized trading companies, and more)

**Outstanding Case | Participation in 2022 | Company B (Beverages)**

Conducted purchasing consultations worth KRW 360 million  
Online sales focus > In the process of onboarding six companies

**Online and Offline Promotional Services**

- G-FAIR AWARDS & Pick**  
Excellent products selected among participating companies (Effective domestic and international promotion)
- Online and Offline Promotion Support**  
Domestic and international buyer-targeted promotional materials, social media content promotion, and more
- Organizing Special Sections, Seminars, Investment Briefings, and More**  
Multifaceted business and attraction programs offered

## Participation Fee and Package Overview

1,000 domestic and foreign buyers in one place, **Application deadline 9/30 (Early deadline imminent!)**

Booth Options	Price	Features	Inclusion	Booth Layout
Standard Booth	USD 2,000	Highly affordable exhibition participation option	Area + Basic assembly mutual signage, one consultation table, three chairs, 1 kW electricity, lighting, sockets, information desk, etc.	
Independent Booth	USD 1,600	Custom booth design to maximize brand identity	Area only provided (other items at your own expense) *Applications available for four booths or more, in even units	