

October 4th, 2024

The Embassy of Saudi Arabia

Your Excellency,
Warm Greetings from the Korea Importers Association.

We are delighted to inform Your Excellency of our upcoming event, "2025 Korea Import Fair (KIF 2025)", which is scheduled to be held from July 7th to 9th at COEX, Seoul, Korea. We would like to announce this significant event of competitive and excellent exporters from your end where they can seize the opportunities to enter Korean markets with their products.

The Korea Importers Association is eager to seize this opportune moment to expand trade and exchanges by attracting many exporters from your country.

- ▶ **Period:** July 7th (Mon) ~ July 9th (Wed) 2025
 - ▶ **Place:** COEX Hall B, Seoul, Korea
 - ▶ **Promotion:** 40% discount till 31st of December 2024
 - ▶ **Benefits:** Early promotion to Korean buyers
Support for matching with Korean buyers and online meetings
- ※ **KIF 2024 Accomplishments**
- ✓ **150 Companies** from **60 Countries**
 - ✓ **15,000 Participants** with **7,700 Buyers**
 - ✓ **1,440** 1:1 B2B Global-Sourcing **Meetings**
 - ✓ **2,600 Participants** in Global Distribution **Seminars**

We eagerly anticipate the opportunity for fruitful engagements and meaningful exchanges during the Fair. Thus, we kindly request your positive support for booth registration and participation through your members. To make this event successful, we cordially request Your Excellency to support in facilitating their participation considering our intentions and interests.

We would like to express our gratitude once again for the active interest and cooperation of your esteemed organization.

Thank you in advance for your assistance.


KIM, Byung-Kwan
Chairman & CEO
Korea Importers Association

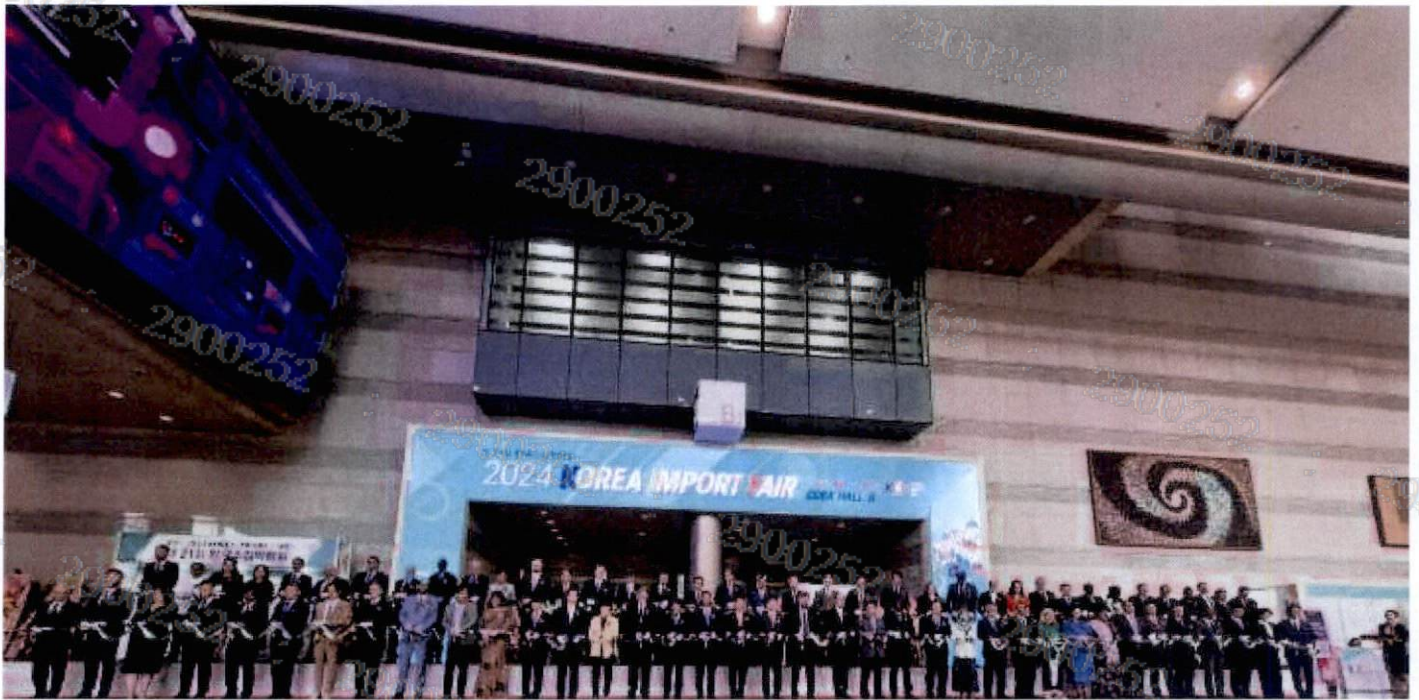


POST-SHOW REPORT
KOREA IMPORT FAIR 2024



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	TROIKAL 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	TAJKISTAN	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 not 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



Korea's Exclusive B2B Sourcing Platform

2025 KOREA IMPORT FAIR



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

COEX Hall B

Organized by



Sponsored by



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We invite you to the Korea Import Fair 2025.
The Korea Import Fair is the optimal gateway to
entering the Korean market.

Seize the opportunities to meet your Global Partners with
excellent products.



[2024 Korea Import Fair Accomplishments]

- ✓ 150 Companies from 60 Countries
- ✓ 15,000 Participants with 7,700 Buyers
- ✓ 1,440 1:1 B2B Global-Sourcing Meetings
- ✓ 2,600 Participants in Global Distribution Seminars



Korea Importers Association has been supporting the expansion of Korean Trade and Global Sourcing.

Exhibition Overview

• Period	> 10:00~17:00, July 7(Mon)~July 9(Wed), 2025
• Venue	> Hall B, COEX, Seoul Korea
• Scale	> 4,365m ²
• Items	> Raw materials, Food & Beverage, Handicrafts, Cosmetics, Children's items, Home Decoration, Textile, Jewelry & Accessories, Sports & Leisure items, Electric & Electronic appliances, Daily Necessities, Trade & Travel service etc.
• Event	> 1:1 B2B Meetings, Seminars on Global Distribution & Sourcing
• Organized by	> Korea Importers Association(KOIMA)
• Sponsored by	> Ministry of Trade, Industry and Energy(MOTIE), Korea Trade Investment Promotion Agency(KOTRA)

Booth Information

• Booth Type	<div style="display: flex; align-items: center; justify-content: space-around;"> <div style="background-color: #4a4a4a; color: white; padding: 5px; border-radius: 5px;">Basic</div>  <div style="background-color: #4a4a4a; color: white; padding: 5px; border-radius: 5px;">Space Only</div>  </div>
• Price	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> > US\$ 3,000/9m²(3m x 3m) </div> <div style="text-align: center;"> > US\$ 2,500/9m² Minimum US\$ 10,000/36m² </div> </div>
• Complimentary Items	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> > 1 Information Desk, 1 Folding Chair, 3 Spotlights, 4 Chairs, Power Outlet(1KW), Fascia Board, Carpet, Walls, Round Table <small>※ The booth is designed in 9m² per unit</small> </div> <div style="width: 35%; text-align: center;"> > Not available </div> </div>

※ (Space Only) Each participating company needs to work with a booth installation company to design its booth

2025 KOREA IMPORT FAIR

—
Trade with Trust

Booth Fee

Price	>	US\$ 3,000	Basic
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Promotion

Period	>	Booth Fee	Discount Rate
By Dec. 2024	>	US\$ 1,800	40%
By Feb. 2025	>	US\$ 2,100	30%
By Apr. 2025	>	US\$ 2,400	20%
May 2025~	>	US\$ 3,000	—

※ 10% advance payment must be made within 2weeks upon the submission of the application

Registration Information

Deadline: May 31, 2025

How to apply : submit the completed application form

- By E-mail > overseas@koima.or.kr
- By Website > www.koimakif.com
- By Telephone > 82-2-6677-3662/4
- By Fax > 82-2-749-1830

Payment Method

- Bank Account > 180-007-121524 / Shinhan Bank
- Beneficiary > Korea Importers Association(KOIMA)
- Swift Code > SHBKKRSE



KIF Secretariat

Korea Importers Association(KOIMA) 169 Bangbae-ro, Seocho-gu, Seoul, Korea

Tel : 82-2-6677-3664 / Fax : 82-2-749-1830 / E-mail : overseas@koima.or.kr / website : www.koimakif.com

October 4th, 2024

The Embassy of Saudi Arabia

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Thank you in advance for your assistance.


KIM, Byung-Kwan
Chairman & CEO
Korea Importers Association



Korea Import Fair 2025 Application Form

1 Participant's general information

Company Name			
Person in Charge		Country	
Address	(ZIP CODE: -)		
Phone		E-mail	
Exhibits' Item			

2 Booth space

Application Deadline	Type (check V)	Unit price	No. of Application	Applicable Price
May 31, 2025	Booth	Booth/per \$3,000	() Booth	USD
	Space Only	Space Only/36m ² \$10,000	() Space	

3 Additional Utility Service

Classification	Details	Unit Price	Requirements	Charges Due
Electricity	Single-phase 220V	Daytime: USD 50/KW 24 hours: USD 100/KW	KW	USD ____
	Three-phase 220V		KW	USD
	Three-phase 380V		KW	USD
Telephone	Local Calls	USD 50 / EA	EA	USD
	International Calls	USD 200 / EA	EA	USD
Wired Internet		USD 150 / EA	Port(s)	USD
Water & Drainage		USD 200 / EA	EA	USD
Compressed air		USD 150 / EA	EA	USD
Total amount (Booth + Ads + others)				USD

Name of bank: Shinhan Bank
 Account No: 180-007-121524
 Swift code: SHBKCRSE
 Beneficiary: Korea Importers Association

We agree the "Terms and conditions for participation" and confirm that all above information provided by us is true and correct.

Name & Signature: _____

Date: 20 . . .

Korea Import Fair 2025

1. TERMS OF REFERENCE

- 1) The term "exhibition" shall mean "KOREA IMPORT FAIR 2025."
- 2) The term "organizer" shall mean "Korea Importers Association (KOIMA)", Seoul, Korea.
- 3) The term "exhibitor" shall mean the individual, company, or organization that has applied for the exhibition.

2. APPLICATION FOR PARTICIPATION

- 1) All applications for participation shall be made on the prescribed application form, which shall be submitted to the organizer.
- 2) The "exhibitor" must submit the application form duly signed along with 10% of the participation fee including any additional utility service charge. The organizer, however, may defer or refuse the acceptance of an application if sufficient space is not available, or the announced exhibit is considered by the organizer not germane to the exhibition, and though the application form has already been submitted, the organizer will return the application form and the participation deposit money one month before the exhibition.
- 3) The "exhibitor" should inform the "organizer" about any changes made to the submitted documents including the application form and all the other forms, immediately. Any losses incurred by failure to report shall be covered by the exhibitor.

3. TERMS OF PAYMENT

- 1) 10% of the deposit of the participation fee and/or relevant stand charges must be paid at the time of the application by the exhibitor and the balance shall be paid not later than April 30, 2025. (The exhibitor may pay the full participation fee at the time of application.)
- 2) The participation fee shall be paid by the due date. Otherwise, the organizer has the right to cancel the contract and to dispose of the space at their discretion. And in case they do the participation fee already paid shall not be refunded.
- 3) If the application fee and utility fee are not paid in full, the organizer shall reserve the right to seize the exhibit.

4. ALLOCATION OF EXHIBIT SPACE

- 1) The organizer shall allocate the space in accordance with the order of application, the size of the space applied for, and the nature of the exhibits. The exhibitor cannot make a formal objection to the allocation.
- 2) The organizer shall reserve the right to change the location and/or the size of the space allocated to the exhibitor at any time prior to the commencement of the build-up of the exhibition, should exception circumstances demand, and the exhibitor shall have no claim for compensation as a result of any changes.
- 3) Under no circumstances may the exhibitor resell, transfer rights to, or enter into a mutual agreement to change assigned booth(s) with another party, without the prior approval of the organizer.

5. USE OF THE EXHIBIT SPACE

- 1) The exhibitor shall exhibit their stated products and must have competent personnel in their booth(s) during the entire period of the exhibition.
- 2) All exhibits must accord with the statement on the application form and be related to the theme of the exhibition. Public auctions and sales without the permission of the organizer are strictly prohibited. If the exhibitor violates the above-mentioned rules, the organizer can stop the exhibitor's activity, remove his/her exhibits, or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded, and the exhibitor shall have no claim for compensation.
- 3) The organizer shall have the right to prohibit certain persons from entering the exhibit.
- 4) The exhibitor shall operate and demonstrate its exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors or visitors. Any practice resulting in complaints may be prohibited by the organizer.

6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR

- 1) In the event of abandonment or rejection of all the allocated space or the partial space, the exhibitor shall notify the organizer in writing immediately. In this case, the participation fee already paid will not be refunded.
- 2) If the notification is made before May 31, 2025, the participation fee except the deposit shall be refunded.
- 3) The refund fee shall not bear any interest.

7. CANCELLATION AND CHANGES OF THE EXHIBITION

In the event of the cancellation of the exhibition by the organizer, the participation fee paid will be refunded fully. But if the cancellation was caused by force majeure such as an act of nature or war, the fee will not be refunded. In this case, the exhibitor shall have no claim for compensation from the organizer.

8. CONSTRUCTION AND DECORATION OF STAND, DISMANTLING, AND RESTORATION

- 1) All exhibitors must complete their construction and/or decoration and move in and display their exhibits by the date and time stipulated by the organizer.
- 2) Modifications including decorations such as painting the floor, ceiling, and pillars will not be permitted. The exhibitor shall be responsible for compensating any damages to the facilities of the exhibition hall.
- 3) 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 delay or damages to the facilities of the exhibition hall.

9. SECURITY, RISK, THEFT, AND INSURANCE

- 1) The organizer shall protect the exhibits and visitors from potential safety hazards.
- 2) The exhibitors shall be held responsible for any loss or theft of, or damage to exhibits, stand fittings, or any articles belonging to the exhibitors during the construction, exhibition, and dismantling periods.
- 4) If 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 those damages. Another, the exhibitor shall also be responsible for insuring the exhibits.

10. FIRE REGULATIONS

- 1) Materials used in stand and display construction must be properly fireproofed in accordance with the pertinent regulations of Korea.
- 2) The organizer has the right, should circumstances necessitate, to make changes in the exhibitor's stand for fire control.

11. SUPPLEMENTARY CLAUSES

- 1) Whenever necessary, the organizer shall have the right to issue supplementary regulations in addition to the terms and conditions.
- 2) Any additional written regulations or instructions shall form part of the rules and regulations for participation in the KOREA IMPORT FAIR 2025 and they shall be binding on the exhibitors.
- 3) The exhibitor shall also observe the regulations stipulated by the management of the exhibition halls of COEX.

12. ARBITRATION OF DISPUTES

Any dispute, difference, or question that may arise at any time hereafter between the organizer and the exhibitor regarding these terms and conditions for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in Seoul in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board.

Date: _____

Agreed and Sign by _____

Signature _____

Bader M. Alotaibi

من: Meshal M. Alghazi
تاريخ الإرسال: ربيع الثاني/ ١٤٤٦ ١٠:٢٧ ص/ 08
إلى: Private Sector Affairs
نسخة: Mohamed S. Alotaish; Mohammed A. Aljandul; Management Of Commercial Attaches;
الموضوع: FW: [Korea Importers Association] Official Letter for the Request for Cooperation with
المرفقات: KIF 2024 POST-SHOW REPORT.pdf; 2025 Korea Import Fair Brochure.pdf; KOREA IMPORT
FAIR 2025_Application Form.doc; [Korea Importers Association] Official Request for the
cooperation with Korea Import Fair 2025_Saudi Arabia.pdf

الأساتذة الأفاضل في الإدارة العامة لشؤون القطاع الخاص
السلام عليكم ورحمة الله وبركاته
سلمهم الله
بعد التحية والتقدير:

نفيدكم بتلقي سفارة المملكة العربية السعودية في سيئول دعوة من رابطة المستوردين الكوريين (كويما) للمشاركة في معرض
الواردات الكورية لعام ٢٠٢٥م في نسخته الثانية والعشرون، والذي سوف يعقد في الفترة من ٧ وحتى ٩ يوليو من عام
٢٠٢٥م في مدينة سيئول، ويعد هذا المعرض من أهم الفرص التي ستساهم بالتعريف بالصادرات السعودية وتسهيل دخول
المنتجات الغير نفطية للسوق الكوري.

كما نفيدكم بأن الجهة المنظمة (كويما) ستدعم المشاركين بالترويج وعرض العينات للمنتجات السعودية حسب نوعية
المنتجات الخاصة بالمعرض ومنها المنتجات المستهدفة للسوق الكوري حسب استراتيجية الهيئة مثل البيتروكيماويات و
التمور والمنتجات البحرية وغيرها من الصادرات السعودية الغير نفطية.

تجدون في المرفقات معلومات أكثر حول المشاركة وجميع التفاصيل الخاصة بالمعرض.

في حال وجود أي استفسار الرجاء عدم التردد بالتواصل.

للاطلاع واتخاذ مآثره مناسباً وتقبلوا خالص الود والتقدير.



مشعل بن محمد الغازي
Meshal Mohammed Alghazi
الملحقية التجارية السعودية -
سيئول
Saudi Commercial Attache
Seoul

الهيئة العامة للتجارة الخارجية
Saudi General Authority of Foreign Trade
(GAFT)
Tel: +96611294 4444
Email: mghazi@gaft.gov.sa

Greetings from the Korea Importers Association.

We are pleased to announce "The 22nd Korea Import Fair" which is scheduled to be held in July 2025.

October 4th, 2024

The Embassy of Saudi Arabia

Your Excellency,
Warm Greetings from the Korea Importers Association.

We are delighted to inform Your Excellency of our upcoming event, "2025 Korea Import Fair (KIF 2025)", which is scheduled to be held from July 7th to 9th at COEX, Seoul, Korea. We would like to announce this significant event of competitive and excellent exporters from your end where they can seize the opportunities to enter Korean markets with their products.

The Korea Importers Association is eager to seize this opportune moment to expand trade and exchanges by attracting many exporters from your country.

- ▶ **Period:** July 7th (Mon) ~ July 9th (Wed) 2025
- ▶ **Place:** COEX Hall B, Seoul, Korea
- ▶ **Promotion:** 40% discount till 31st of December 2024
- ▶ **Benefits:** Early promotion to Korean buyers
Support for matching with Korean buyers and online meetings
- ※ KIF 2024 Accomplishments
- ✓ 150 Companies from 60 Countries
- ✓ 15,000 Participants with 7,700 Buyers
- ✓ 1,440 1:1 B2B Global-Sourcing Meetings
- ✓ 2,600 Participants in Global Distribution Seminars

We eagerly anticipate the opportunity for fruitful engagements and meaningful exchanges during the Fair. Thus, we kindly request your positive support for booth registration and participation through your members. To make this event successful, we cordially request Your Excellency to support in facilitating their participation considering our intentions and interests.

We would like to express our gratitude once again for the active interest and cooperation of your esteemed organization.

Thank you in advance for your assistance.


KIM, Byung-Kwan
Chairman & CEO
Korea Importers Association



Please refer to the attached official letter from Chairman of Korea Importers Association to request for cooperation in our upcoming exhibition, "The Korea Import Fair 2025".

We are privileged to introduce this excellent event, offering a unique platform for your esteemed exporters to enter the Korean market strategically and effectively.

□ **Korea Import Fair 2025 Overview**

▶ **Period: July 7th (Mon) ~ July 9th (Wed) 2025**

▶ **Place: COEX Hall B, Seoul, Korea**

▶ **Promotion: 40% discount till 31st of December 2024**

▶ **Benefits: Early promotion to Korean buyers**

Support for matching with Korean buyers and online meetings

※ **KIF 2024 Accomplishments**

√ **150 Companies from 60 Countries**

√ **15,000 Participants with 7,700 Buyers**

√ **1,440 1:1 B2B Global-Sourcing Meetings**

√ **2,600 Participants in Global Distribution Seminars**

*Korea Import Fair Official Website

***Promotional Video Clip**

*Attachments:

1. Post Korea Import Fair 2024 Report

2. Korea Import Fair 2025 Official Letter

3. **Application Form for Korea Import Fair 2025**

4. **Brochure of Korea Import Fair 2025**

We look forward to cooperating with you at KIF 2025.

Thank you for your support.

Best regards,

한국수입협회 국제협력실

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