



K-AUTO
www.AUTOSALONWEEK.com



Official Website



Sep 30(Thu)-Oct 3(Sun), 2021 | KINTEX

Drive your Business to the Top
with **K-AUTO**

AUTO SALON WEEK

KOREA INTERNATIONAL TRADE FAIR FOR AUTO TUNING AND AUTOMOTIVE AFTERMARKET 2021

Organized by



Ministry of Land,
Infrastructure and Transport



Ministry of Trade,
Industry and Energy

Managed by



Seoul **MESSE**

KINTEX



Here is **NO. 1 Korea Auto Aftermarket Show**
which is the **best platform** to drive you
auto aftermarket business forward

K-AUTO is the No.1 automotive aftermarket and tuning industry show in Korea. This show finished successfully with over 81,000 visitors during 4 days by combining two shows; Seoul Auto Salon x Autoweek. It will be held in Kintex in September 2021 and it is expected together 300 exhibitors and over 100,000 attendees from all over the world.

2019 K-AUTO Facts

45,779 sqm of Exhibit Area

311 Exhibitors

1,887 Booths

430⁺ Show cars

81,762 Visitors

11 Countries

2021 Show Overview

NAME	K-AUTO 2021 (2021 International Trade Fair for Auto Tuning and Automotive Aftermarket in Korea)
DATES	Sep 30(Thu)-Oct 3(Sun), 2021 / 4 days
VENUE	KINTEX, Republic of Korea
SCALE	32,157 sqm, 300 Exhibitors, 1,500 Booths (expected)
VISITORS	100,000 (expected)
ORGANIZED BY	Ministry of Land, Infrastructure and Transport, Ministry of Trade, Industry and Energy
MANAGED BY	SeoulMESSE International Ltd., KINTEX
PARTNERS	Korea Automobile Racing Association, Korea Automobile Inspection Maintenance Association, Korea Association of Auto Technicians, Carpos, ATK(Auto Tuner of Korea), KATIA(Korea Automobile Tuning Multipurpose Organization), KATMO(Korea Automobile Tuning Multipurpose Organization)
SUPPORTERS	Korea Automotive Parts Remanufacture Association

BUSINESS PROGRAM

- ▶ Business matchmarking program with hosted buyers
- ▶ Factory tour for buyers
- ▶ Extensive pre-show promotion for exhibitors
- ▶ Seminar & conference to tap into global markets

Product Sectors

AUTO SERVICE PARTS

- ▶ Maintenance Parts & Accessories
- ▶ Workshop equipment for repair and maintenance
- ▶ Parts & Components
- ▶ Dealer, sales and service management
- ▶ Online presence, E-commerce and mobile payment

AUTO TUNING CARE ACCESSORIES

- ▶ Technical / Visual Customizing
- ▶ Tyres & Wheels
- ▶ Car wash & Care, Oils and lubricants, Technical fluids
- ▶ Films
- ▶ General accessories for motor vehicles & Electronics Equipment, assemblies and modifications

AUTO MOBILES

- ▶ Special vehicles
- ▶ Car trailers and small utility vehicle, Camping Car
- ▶ Connectivity, Autonomous driving, Sharing, Electrification
- ▶ Motor Sports

AUTO BIKES

- ▶ Auto-Bike
- ▶ Riding Gear
- ▶ e-Mobility
- ▶ Bike Tuning & Parts
- ▶ Bike Accessories
- ▶ Auto-Bike Communities

PARTICIPATION GUIDE

Booth Rental Information

Raw Space	2,200 USD	<ul style="list-style-type: none"> • Minimum requirement is 24sqm. • Raw Scheme booth provides space only.
Shell Scheme	2,700 USD	<ul style="list-style-type: none"> • Booth Size : 4m * 3m * 2.4m[h] • Provided with : <ul style="list-style-type: none"> - Fascia board with company name - 1kW Electric power, 4 spotlights - 1 information counter, 1 folding chair - Stand partitions, Two-way socket - Floor Covering (Fire-protecting carpet)

▼ Shell Scheme



Application

- Submission Deadline : 6(Fri) Aug, 2021
- Early-bird discount deadline : 30(Fri) April, 2021

Payment Schedule

- After the application if confirmed, the organizer will notify contract fee which is 50% of whole participation fee. The payment should be made within a week after submission of application.
- All payment should be made before 6(Fri) Aug, 2021.

CONTACT
INFORMATION



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KINTEX

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