



# 코리아빌드

2020.7.2 목 - 5 일 코엑스

## Post Show Report

Organizer



Co-organizer



## 1. Overview

<b>Title</b>	KOREA BUILD in Seoul
<b>Date</b>	July 2(Thu) – 5(Sun) 2020, 4 Days
<b>Venue</b>	COEX A, B Hall, Seoul
<b>Scale</b>	18,378m <sup>2</sup>
<b>Category</b>	Home Interior, Home networking system, Tools·Equipment, Sanitary Items, Interior, Exterior· Structural Materials·Insulation, Air conditioning and Heating·Ventilation Equipment, Coating·Waterproof material, Windows and Doors·Hardware, Gardening·Public Facilities, Lighting·Electrical Installation Material, Elevator·Parking facilities, Housing Plan·Construction, Housing Information·Software, Etc
<b>Organizer</b>	MESSE ESANG Co., Ltd
<b>Co-organizer</b>	Global Business Exhibitions
<b>Supporter</b>	Ministry of Trade, Industry and Energy(MOTIE)
<b>Certification</b>	'International Audited Exhibition' by MOTIE
<b>Website</b>	<a href="http://www.koreabuild.co.kr/eng">www.koreabuild.co.kr/eng</a>

## 2. Scale

Classification	Scale
Number of days held	4 Days
Number of exhibitors	253
Number of booths	732
Number of visitors	31,618
Exhibition scale	18,378m <sup>2</sup>

### 3. Visitor Statistic

#### 1) Daily visitor status : Total Visitors 31,618

Classification	2019	2020
Day 1 (Thu)	10,164	6,720
Day 2 (Fri)	11,292	7,664
Day 3 (Sat)	13,014	8,676
Day 4 (Sun)	12,188	8,558
<b>Total</b>	<b>46,658</b>	<b>31,618</b>

#### 2) Visitor profile

Classification	Rate(%)
Interior designer	7.3%
Building material manufacturer/Distributor	6.0%
General contractor	5.4%
Interior contractor	4.9%
Architect/Engineer	3.3%
Related department of the government/Local government/Public organization/Association/Press	3.1%
Commercial facility management	2.8%
Developer	2.2%
Specialized contractor	1.6%
Interior customer	36.8%
Building owner	18.4%
Student	8.1%
<b>Total</b>	<b>100.0%</b>

#### 3) Level of decision making

Classification	Rate(%)
Key role in decision-making	45%
Decision-makers	38%
Not involved in purchasing decisions	17%
<b>Total</b>	<b>100%</b>

#### 4) Products of interest

Category	Rate(%)
Home interior	12.3%
Lighting	10.2%
Interior materials	9.5%
Kitchen	8.8%
Exterior / Structural Materials	8.5%
Bath	8.4%
Windows / Door / Hardwares	6.9%
Housing plan / Construction	5.6%
Insulation	5.6%
Gardening / Public facilities	5.1%
Coating / Waterproof material	4.8%
Air conditioning / Heating / Ventilation equipment	4.2%
Home networking system	4.2%
Tools / Equipment	4.0%
Elevator / Parking facilities	1.9%
<b>Total</b>	<b>100.0%</b>

#### 5) Purpose of visit

##### ① Buyer

Classification	Rate(%)
Market/Trend overview	76.9%
Search for new business line	11.1%
Contract/Purchase	6.2%
Attend Seminar/Conference	2.9%
Etc	1.3%
Survey to participate in next show	1.0%
Visit existing accounts	0.6%
<b>Total</b>	<b>100%</b>

② General visitor

Classification	Rate(%)
Interior/Remodeling information sharing and consulting	39.3%
General visit	23.3%
New house construction	17.9%
Purchase exhibits	7.0%
Repair, Maintenance, Management	6.2%
Moving into/Moving preparation	5.8%
Etc	0.5%
<b>Total</b>	<b>100%</b>

6) Purpose of visit

Classification	Rate(%)
Male	56%
Female	44%
<b>Total</b>	<b>100%</b>

7) Age

Classification	Rate(%)
Under teenager	1%
Teenager	2%
Twenties	16%
Thirties	24%
Forties	22%
Fifties	21%
Over sixties	15%
<b>Total</b>	<b>100%</b>

## 4. Exhibitor Statistic

### 1) Participation status by business field

Category	Exhibitor		Booth	
	Number	Rate(%)	Number	Rate(%)
Tools/Equipment	11	4%	25	3%
Housing Plan/Construction	22	9%	55	8%
Exterior/Structural Materials	24	9%	86	12%
Interior materials	28	11%	100	14%
Air conditioning/Heating /Ventilation equipment	11	4%	24	3%
Insulation	11	4%	21	3%
Coating/Waterproof material	15	6%	31	4%
Elevator/Parking facilities	1	0%	1	0%
Bath	14	6%	26	4%
Related organization	2	1%	5	1%
Gardening/Public facilities	16	6%	75	10%
Lighting	5	2%	6	1%
Kitchen	10	4%	25	3%
Windows/Door/Hardwares	30	12%	65	9%
Home networking system	4	2%	20	3%
Home interior	49	19%	167	23%
<b>Total</b>	<b>253</b>	<b>100%</b>	<b>732</b>	<b>100%</b>

### 2) Satisfaction survey

Satisfaction with the total number of visitors	
Well-content	71.1%
Very discontent	28.9%
<b>Total</b>	<b>100.0%</b>

Satisfaction with actual visitor to booth	
Well-content	66.2%
Very discontent	33.8%
<b>Total</b>	<b>100.0%</b>

Satisfaction with visitor's level	
Well-content	67.3%
Very discontent	32.7%
<b>Total</b>	<b>100.0%</b>

Satisfaction with consultation and transaction	
Well-content	64.4%
Very discontent	35.6%
<b>Total</b>	<b>100.0%</b>