



Preview of KOMEA Activities in 2019

KOMEA is to go ahead with globalization drive in 2019, focused on cooperation, collaboration, coordination and connectivity in response to the 4th Industrial Revolution era, which is expected to reshape the future of manufacturing and world trade.

2019 KOMEA Business Plan

Develop Global Strategic Markets

Overseas Market Development

- o Running Korea pavilions at domestic & overseas exhibitions (INMEX Vietnam, OTC, Nor-Shipping, Marintec China, KORMARINE, etc.)
- o Cultivation of trade Consultations and Network
 - GMBP (Global Marine Business Plaza-Busan)
 - Business consultation meetings in Northeast Asia, South East and West Asia, Europe
 - Expanded overseas networks (Russia, Greece, Indonesia, Vietnam, etc.)
- ※ Invigorate Korean Marine Equipment Global Partnership Cooperative (KME-GPC)

Reinforced Capacity of Overseas Representative Offices

- o Establish new representative offices in Athens, Greece and Saint Petersburg in Russia
- o On-the-spot trade consultation meeting
- o Expand agentship
- o Representative office for domestic companies

Expanded Architecture for Invigorative After Market

- o Medium-&-long-term marine equipment demand forecasting system development
- o Expanded infrastructure for after market businesses
- o Integrated KOMEA site development
- o Invigorate kosmedia.net (users-friendly smart directory)

Tech and Info Intelligence & Connectivity

Upgraded Technology & Certificate Education

- o API (American Petroleum Institute) education & certificates
- o Provide education and certificates for overseas engineers

Expanded Info. & Knowledge Content Production & Supply

- o Running specialized advisory corp.
- o Informative magazine production and supply
 - KME (Korea Marine Equipment), biannual
 - KMSI (Korea Marine & Offshore Statistics & Info), annual
- o KOMEA weekly newsletter (Korean, English)
 - Upgrade quality, expand target audiences to fuel KOMEA drive to realize a hub as ocean value chain
- o Enhanced connectivity and collaboration with related organizations

Seminar & Explanatory Meeting

- o Explanatory meeting on establishing infrastructure for gas fuel-propelled marine equipment (March in 2019)
- o BKI (Indonesia Shipping Register) certificate seminar (April in 2019)
- o LNG technology seminar (Oct. 2019)
- o Provide information on overseas network

Reinforced Domestic and Overseas Networks

Expanded Domestic Networks

- o Increase the number of KOMEA member companies
- o Active role to realize the value of shared growth, connected with the government policy to stimulate shipbuilding and marine industries and to increase job opportunities
- o Enhance cooperation and collaboration with big shipyards as well as small and medium-sized shipbuilding companies
- o Doubling efforts to increase the number of products and companies being certified by World-Class Korea Products in the marine equipment sectors
- o Striving to maximize the benefits of outstanding marine equipment companies, being certified by major shipyards, KOMEA and KOSHIPA
- o Operation of unfair trade claims, proactively responding to inclusive and shared growth policies

Expand Overseas Networks

- o Drive to expand the number of overseas networks
 - Singapore Representative Office: 5 companies
 - Shanghai, China, Representative Office: 5 companies
 - Greece Representative Office: 5 companies
 - Russia Representative Office: 5 companies
 - Others: 1 organization
- o Bilateral cooperation and collaboration with Japan and other countries

Improve Communistrative Infrastructure, aimed at invigorating domestic and overseas networks

- o Upgrade the contents and structure for trade promotion

Preview of KOMEA-Organized Korea Pavilions in 2019

OTC 2019

- o Exhibition Name: Offshore Technology Conference (OTC)
- o Period: May 6~9 (4 days)
- o Venue: NRG Park-Arena, Houston, USA
- o Pavilion Plan
 - Participation Objective: Expand Korean marine equipment marketing & publicity, especially among those potential customers taking part in the region-customized project
 - Scale: 102sqm
 - No. of Exhibitors: 10 companies



Nor-Shipping 2019

- o Exhibition Name: Nor-Shipping (Int'l Shipbuilding Exhibition & Maritime Conference)
- o Period: June 4~7 (4 days)
- o Venue: Norway Trade Fairs, Oslo, Norway
- o Pavilion Plan
 - Participation Objective: Expand sales channels in Europe and promote business targeting shipowners in the region
 - Scale: 112sqm
 - No. of Exhibitors: 9 companies



Marintec China 2019

- o Exhibition Name: Marintec China 2019
- o Period: Dec. 5~8 (4 days)
- o Venue: Shanghai New Int'l Expo Center, Shanghai, China
- o Pavilion Plan
 - Participation Objective: Publicity & marketing for advance into demand markets in China region
 - Scale: 558sqm
 - No. of Exhibitors: about 35 firms



INMEX VIETNAM 2019

- o Exhibition Name: INMEX VIETNAM 2019
- o Period: March 27~29 (3 days)
- o Venue: Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam
- o Pavilion Plan
 - Participation Objective: Marketing & publicity activities to advance into Vietnamese market.
 - Scale: 36sqm
 - No. of Exhibitors: 4 firms

