



Preview of KOMEA Activities in 2020

Under its cherished goal and mission as a heart of ocean value chain, KOMEA's 2020 activities will focus on three key sectors, i.e., new global marketing frontier, technology cum intelligence and strengthening networks at home and abroad.

2020 KOMEA Business Plan

Goal Driving Creative Globalization

New Global Marketing Frontier

Creating New Global Market

- o Domestic exhibition Participation
- 2020 Korea Ocean Expo (June 24~26, Incheon)
- * Running Korea Pavilion (Scaled: About 300sqm)
- o Running Korea Pavilions with gov't support
- APM 2020 (Sept. 30~Oct. 2)
- Posidonia 2020 (Oct. 26~30)

Upgrading Global Marketing Capacity

- o Advanced global marketing thru KOMEA's overseas workstations (China, Singapore, Russia, Greece or Europe, Middle East, etc.)
- * KOMEA is scheduled to establish its new Workstation in Vladivostok, Russia this year

Establishment of After Market Mechanism

- o Marine equipment demand forecast system will be opened
- o Profit-raising business will be launched, connected with the marine equipment demand forecast system

Technology cum Intelligence

Upgrade Shipbuilding & Offshore Tech Certificate Education System

- o A/S cultivation education and finding foreign buyers project will be boosted

Expanded Information & Intelligence to Promote Marine Equipment Trade

- o Information supply from KOMEA's overseas workstations around the world
- o Informative magazine production and distribution (KME, Comprehensive Guidebook, etc.)
- o Production & Distribution of KOMEA Newsletter, in Korean and English
- o As a hub of information and intelligence, KOMEA publicity territory will cover related organizations

Seminar

- o Operation of specialized advisory group
- A think-tank role to advance marine equipment industry, shaping the better future
- o Government relations to promote shared growth as well as sustainable development of the industry

Strengthening Networks at Home and Abroad

Reinforcing Domestic Networks

- o Expanding the number of member companies
- * KOMEA aims to raise the number of member companies to 270 companies in 2020 compared with 247 companies in 2019
- o Raising connectivity and cooperation among big shipyard, small and mid-sized shipbuilders and equipment companies
- Based on the spirit of shared growth and co-prosperity
- o Expand the numbers of awardees and awarders
- Related with citing contributors to the advancement of marine equipment industry
- o Operation of Unfair Trade Declaration Center
- In the areas of shipbuilding & marine equipment

Reinforcement of Overseas Networks

- o Expand the number of foreign companies in the list of KOMEA member
- o Utilization of KOMEA overseas workstation as a base camp to advance into overseas market

Expanded Support for Domestic & Overseas Networks

- o Establishment of integrated KOMEA Homepage

Driving Sustainable Growth & Development

KOMEA's Proactive Response to the Needs of Member Companies

Prepared Trend Comprehension and Analysis

Meeting the Needs of Shipbuilding and Offshore Biz Circles

Preview of KOMEA-Organized Korea Pavilions in 2020

Korea Ocean Expo 2020

- o Exhibition Name: Korea Ocean Expo 2020
- o Period: June 24~26 (3 days)
- o Venue: Songdo Convensia, Incheon, Korea
- o Pavilion Plan
 - Participation Objective: Generating sales opportunities for exhibitors, targeting both Korean and foreign buyers and visitors, showcasing clients-customized products as well as outstanding technologies and solution.
 - Scale: about 300 sqm



APM 2020

- o Exhibition Name: APM 2020 (Asia Pacific Maritime)
- o Period: Sept. 30~Oct. 2 (3 days)
- o Venue: Bay Sands, Singapore
- o Pavilion Plan
 - Participation objective: Expand sales channels in Asia and Pacific region targeting shipbuilding & offshore segments and others
 - No. of Exhibitors: about 9 companies



Posidonia 2020

- o Exhibition Name: Posidonia 2020
(The International Shipping Exhibition)
- o Period: Oct. 26~30 (5 days)
- o Venue: Metropolitan Expo, Athens, Greece
- o Pavilion Plan
 - Participation Objective: Expand sales channels in Europe and promote business targeting shipowners in the region and more
 - No. of Exhibitors: 9 companies



KOMEA plan to operate Korea Pavilions in Sea Japan 2020 and OTC 2020 had to be canceled due to coronavirus pandemic.