Software is the Future

SOftWave 2023

29th Nov.(Wed.) ~ 1st Dec.(Fri.), 2023
COEX Hall A

- **Host**   SOFTWAVE Organizing Committee
- **Supporter**

Ministry of Science and ICT

Ministry of the Interior and Safety

Ministry of Trade, Industry and Energy

Ministry of SMEs and Startups

Ministry of Education

Ministry of Health and Welfare

Ministry of Culture, Sports and Tourism

SEOUL METROPOLITAN GOVERNMENT

nipa 정보통신산업진흥원 National IT Industry Promotion Agency

IITP 정보통신기획평가원 Institute of Information & Communications Technology Planning & Evaluation

ETRI 한국전자통신연구원 Electronics and Telecommunications Research Institute

KETI 한국전자기술연구원

TTA 한국정보통신기술협회 Telecommunications Technology Association

Software Convergence Cluster SW융합클러스터

KOSA 한국소프트웨어산업협회

KOEF 한국청년기업가정신재단

한국상용SW협회 Korea Commercial Software Association

kisia 한국정보보호산업협회 Korea Information Security Industry Association

KAIPS 한국지식재산서비스협회 Korean Association for Intellectual Property Services

한국전자문서산업협회 Korea Digital Content Association

KODIA 한국데이터산업협회 KOREA DATA INDUSTRY ASSOCIATION

SW 소프트웨어공제조합

한국SW·ICT총연합회

FKII 한국정보산업연합회 The Federation of Korean Information Industries

ITSA 한국IT서비스산업협회 Korea Information Technology Service Industry Association

KiCTA 한국정보통신기술산업협회 Korea Information & Communication Technology Industry Association

한국게임학회 Korea Game Society

Korea Software Exhibition, Softwave 2023

Soft Wave is Korea's representative software-ICT business fair.

Since it was held first time in 2016, it has established itself as the largest SW business exhibition in Korea both in name and reality based on the full support and participation of the SW industry, sponsorship from related ministries, and customer interest and participation.

In 2023, when digital transformation spreads in all directions, Softwave will be at the center of the Web 3.0 hyper-connect revolution.

All factors of industrial economic change are heading in one direction: digital transformation through intelligence, unmanned, automated, and efficient. Digital conversion is currently in progress. We invite companies to lead innovative growth in the wave of great change.

Exhibition Overview

Exhibition Title: The 8th Korea Software Exhibition, Softwave 2023
Fair Date: 10am – 5pm, 29th Nov.(Wed.) ~ 1st Dec.(Fri.), 2023
Venue: COEX Hall A (Samsungdong, Seoul)
Hosted by :   Softwave Organizing Committee
Scale: 550 booths from 300 companies, 25,000 visitors
Sponsored by:

- Ministry of Science and ICT
- Ministry of the Interior and Safety
- Ministry of Trade, Industry and Energy
- Ministry of SMEs and Startups
- Ministry of Education
- Ministry of Health and Welfare
- Ministry of Culture, Sports and Tourism
- SEOUL METROPOLITAN GOVERNMENT

nipa 정보통신산업진흥원 National IT Industry Promotion Agency | IITP 정보통신기획평가원 Institute of Information & Communications Technology Planning & Evaluation | ETRI 한국전자통신연구원 Electronics and Telecommunications Research Institute | KETI 한국전자기술연구원 | TTA 한국정보통신기술협회 Telecommunications Technology Association

SW융합클러스터 Software Convergence Cluster | KOSA 한국소프트웨어산업협회 | KoEF 한국청년기업가정신재단 | 한국상용SW협회 Korea Commercial Software Association | kisia 한국정보보호산업협회 Korea Information Security Industry Association

KAIPS 한국지식재산서비스협회 Korean Association for Intellectual Property Services | 한국전자문서산업협회 Korea Digital Content Association | KODIA 한국데이터산업협회 KOREA DATA INDUSTRY ASSOCIATION | 소프트웨어공제조합 | 한국SW·ICT총연합회

FKII 한국정보산업연합회 The Federation of Korean Information Industries | ITSA 한국IT서비스산업협회 Korea Information Technology Service Industry Association | KiCTA 한국정보통신기술산업협회 Korea Information & Communication Technology Industry Association | 한국게임학회 Korea Game Society

The Cradle of Innovative Technology to Change the Future

New technologies that will change the paradigm, expanded and evolved services, and products with efficiency and competitiveness... Softwave is a business market where SW products that can create synergy by converging with various technologies and industries meet with customers.

⚙ Composition of exhibition hall and exhibition items

📦 Package SW	Information protection, OS, Office, document, authoring tool, storage, other business solutions, and applications
☁ IT Service	System integration, big data, Cloud, Edge computer, ERP, supply chain management, customer relationship management, accounting management, middleware, network
👥 Convergence SW	Artificial Intelligence, Web 3.0, Metaverse, NFT/Blockchain, Mobile Communication, Robot Automation (RPA), Manufacturing/Engineering SW, Material/Part/Equipment SW, Autonomous Driving/Mobility, Financial/Fintech, Public SW, Education, Medical/Healthcare, Defense, Space/Aeronautics, Electronic Government/Digital Document, Energy/Environment, Smart City, Digital Twin, Robot, Drone, AR/VR, Biometrics, Biometrics, Computing
🌐 Internet SW	Big-tech platform, search/portal, broadcasting communication, social/new media, media devices/network, O2O, advertisement/marketing tool, other information service
🎮 Game/Contents SW	Game/Contents SW : Game, applications, engine development, video service, location-based service, audio-visual edutainment, CG, design, sound/image analysis, intellectual property service, other mobile/smart app

✓ 2022 Major Participants

Representative SW companies from home and abroad are participating in Softwave.

(A total of 301 companies participated in 2022)

70% of visitors are buyers & customers, proven business market

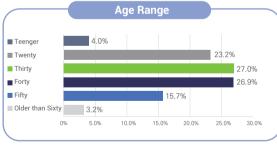**Softwave is a B2B exhibition specializing in SW where you can meet new customers.**

It is a proven market where various industry workers from the public and private sectors visit to explore product/service transactions and seek SW convergence business opportunities.
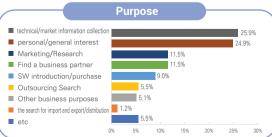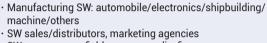
Target Visitors

- Responsible for procurement/purchase of government and local government
- Public institutions: Army, Navy, Air Force, Schools, Police, Public Corporation/Promotion Service
- Corporate CIO, CTO, CSO, and IT/SW
- In charge of computerization/marketing of large companies and group affiliates
- a hospital/clerk, health center, medical/healthcare institution

- Manufacturing SW: automobile/electronics/shipbuilding/machine/others
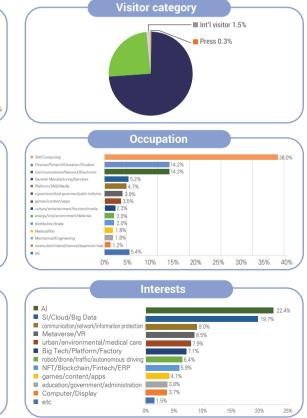- SW sales/distributors, marketing agencies
- SW convergence fields: game, media, finance, communication, service app
- Entrepreneur, VC, and other investment institution reviewer
- Smart city, energy, general manager, and other industry stakeholders

Softwave 2022 Visitors Analysis

Visitor count

	Pre-register	On-site register	Other	
Decembe 7st	2,743	1,560	1,029	5332 people(25%)
Decembe 8st	2,838	2,567	1,950	7355 people(35%)
Decembe 9st	4,050	2,835	1,335	8220 people(39%)

Pre-register 46.1%   On-site register 33.3%   Other (organizations, media, etc.) 20.6%

Visitor category

Int'l visitor 1.5%
Press 0.3%

Age Range

Teenger	4.0%
Twenty	23.2%
Thirty	27.0%
Forty	26.9%
Fifty	15.7%
Older than Sixty	3.2%

Occupation

SW/Computing	38.0%
Finance/Fintech/Education/Student	14.2%
Communications/Network/Electronic	14.2%
General Manufacturing/Services	5.2%
Platform/SNS/Media	4.7%
a government/local government/public institution	3.9%
games/content/apps	3.5%
culture/entertainment/tourism/media	2.3%
energy/city/environment/defense	2.0%
distribution/trade	2.0%
Medical/Bio	1.8%
Mechanical/Engineering	1.8%
construction/material/chemical/department head	1.2%
etc	5.4%

Purpose

technical/market information collection	25.9%
personal/general interest	24.9%
Marketing/Research	11.5%
Find a business partner	11.5%
SW introduction/purchase	9.0%
Outsourcing Search	5.5%
Other business purposes	5.1%
the search for import and export/distribution	1.2%
etc	5.5%

Interests

AI	22.4%
SI/Cloud/Big Data	19.7%
communication/network/information protection	9.0%
Metaverse/VR	8.5%
urban/environmental/medical care	7.9%
Big Tech/Platform/Factory	7.1%
robot/drone/traffic/autonomous driving	6.4%
NFT/Blockchain/Fintech/ERP	5.9%
games/content/apps	4.1%
education/government/administration	3.8%
Computer/Display	3.7%
etc	1.5%

Incidental events to improve networking and marketing efficiency

To maximize the effect of participating companies' participation in the exhibition, Softwave organizes a variety of business support side events.
Through this, it promotes interaction with potential customers and business opportunities.

Softwave Summit

Software Global Technology/Market/Business Trend Outlook
International Conference

Overseas Buyers Business Meeting

One-on-one export consultation meeting between carefully invited overseas buyers and participating companies (free participation)
[22-year performance] 132 meetings for $46.54 million consultation (77 cases for $12.45 million contract)

Domestic Buyer VIP Group Tour

Invitation of purchasing decision makers, such as government/local/county/school/business, etc.
Group organization by industry and operation at all times according to visit schedule during the event.

Exhibitors C-Level Inner Circle Meet-Up

Seek opportunities for business collaboration among participating companies and provide opportunities for network formation
Participating companies' C-level limited invitations, breakfast/special lectures/exhibition tours, etc. (participation free)

Softwave Awards

Best Enterprise Award Selected by Exhibition Visitors
Mobile voting to select and award

Software Technology Award

Award Ceremony to expand the bottom of the software industry and promote self-esteem of SW people
Minister of Science and ICT Award, Korea Software Industry Association President Award, Electronic Newspaper President Award, etc.

3D ADVERTISEMENTS, EVENT BRANDING, AND PROMOTION OF PARTICIPATING COMPANIES.

We conduct aggressive promotions so that many customers can visit the Softwave exhibition hall.

Intensive advertising to target customer groups to promote business, and to attract wide interest
We are actively supporting the promotion of participating companies as well as self-notification of the event, including media reports.

Media advertising

Naver display ads
Google GDN ads
YouTube instream ads
SKT text message ads(200,000 cases)
Facebook banner ads
TV ads
electronic newspaper on/offline ads

Target PR

E-mail newsletter(eDM)
- Eletronic News
- Korea Software Industry Association
- K-ICT Born2Global
- K-ICT Startup Mentoring Centre
- Korea Commercial Software Association
- The Federation of Korean Information Industries
- Korean Association for Intellectual Property Services
- Korea Information & Communication Technology Industry Association
- Korea Internet & Security Agency etc

Press report

Operating PR agency
- TV news
- daily newspapers
- economic journals/magazines
- internet media

supporting electronic newspapers PR
- Articles of participating companies

Naver display ads

SKT text message ads

E-mail newsletter(eDM)

Press report

Promotional videos (TV CF, YouTube, ads)

outdoor electronic board ads

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www.k-softwave.com