

SoftWave 2024

2024 대한민국 소프트웨어대전

4th Dec.(Wed.) ~ 6th Dec.(Fri.), 2024
COEX Hall A



• **Hosted by** SOFTWARE Organizing Committee

• **Sponsored by**



Korea Software Exhibition, Softwave 2024

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

The 9th SOFTWARE has established itself as the largest software business exhibition in Korea with the full support and participation of the SW industry and the support of related ministries.

In 2024, when digital transformation will blossom, the artificial intelligence (AI) revolution, soft waves will be at the center of it.

All the factors that change the industrial economy are heading in one direction: digital transformation through intelligence, unmanned, automation, and efficiency. Also, the AI craze is doubling the explosive power of the digital revolution. We invite companies to join the wave of change and lead the innovative growth.

EVENT OVERVIEW

- **Event** The 9th Korea Software Exhibition, Softwave 2024
- **Period** 10am-5pm, 4th Dec. (Wed.) ~ 6th Dec. (Fri.), 2024
- **Venue** COEX Hall A (Samsungdong, Seoul)
- **Size** 500 booths from 300 companies, 25,000 visitors
- **Hosted by** Softwave Organizing Committee
- **Sponsored by**



과학기술정보통신부



교육부



행정안전부



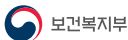
산업통상자원부



중소벤처기업부



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SW융합클러스터



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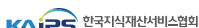
한국데이터산업협회



한국상용SW협회



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글로벌데이터산업네트워크



서울대학교 융합기술원



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

2023 Major Participants

Representative SW companies from home and abroad are participating in Softwave. (A total of 317 companies participated in 2023)

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

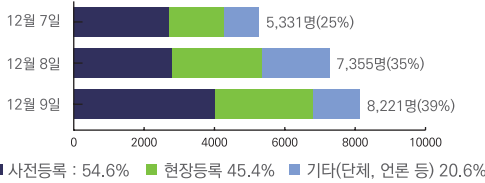
Softwave is a B2B exhibition specializing in SW where you can meet new customers. It is a proven market where various industry workers from the public and private sectors visit to explore product/service transactions and seek SW convergence business opportunities.

Target Visitors

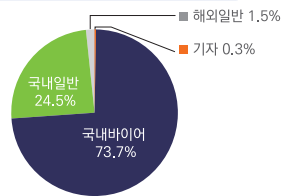
- Responsible for procurement/purchase of government and local government
- Public institutions: Army, Navy, Air Force, Schools, Police, Public Corporation/Promotion Service
- Corporate CIO, CTO, CSO, and IT/SW
- In charge of computerization/marketing of large companies and group affiliates
- a hospital/clerk, health center, medical/healthcare institution
- Manufacturing SW Manager: Automobile/electronic/shipbuilding/machine/other
- SW sales/distributors, marketing agencies
- SW Convergence: Games, media, finance, telecommunications, service apps
- Investor, VC, and other investment institution reviewers
- Smart City, Energy, Sub-Chief, Other Industry Officials

Softwave 2023 Visitors Analysis

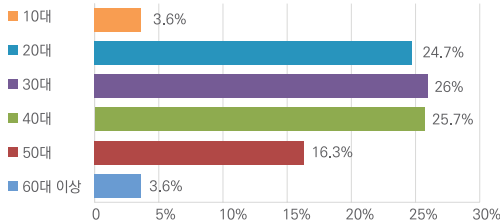
Visitor count (20,907 in total)



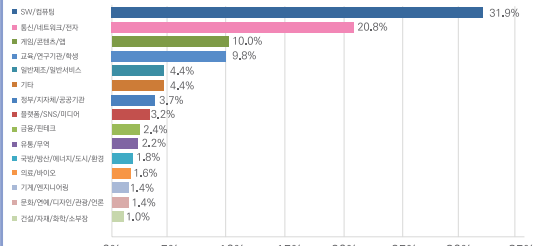
Visitor category



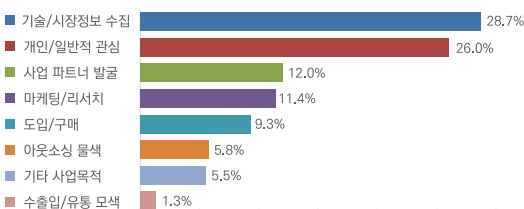
Age Range



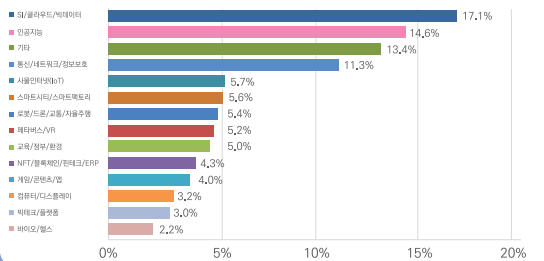
Occupation



Purpose



Interests



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.

● Software 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)
[23-year performance] 147 meetings for \$58.54 million consultation (140 cases for \$23.72 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)

● Online Overseas Export Platform

Free access to online trade platforms to register participants' technologies and products
Providing opportunities to communicate with overseas 1.16 million buyers

● Awards Ceremony for Expansion of Base and Policy Solidarity

- Grand Prize for Knowledge and Innovation: Award for Outstanding Members of the National Assembly for Contributing to Digital Innovation
- SW Technology Award: Outstanding Technology Personality Award (Minister of Science, Technology, Information and Communication Award, etc.)
- High school SW development contest: Outstanding Work Award (Minister of Science, Technology, Information and Communication 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
- 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

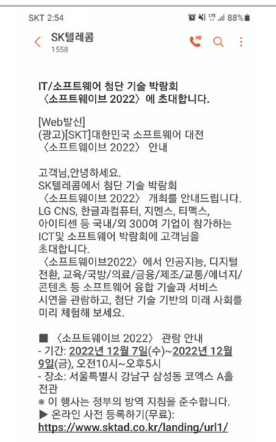
supporting electronic newspapers PR

- 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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