

**Korea International Boat Show,
Korea's Premier Marine Industry Exhibition**

From June 9 to 13, 2010, on the West Coast of Gyeonggi Province

Korea International Boat Show, the beginning of the Korean marine leisure industry

The Korea International Boat Show, launched in 2008, will celebrate its third successful year in 2010. While Korea is renowned for its world-leading automotive, shipbuilding and IT industries, the marine leisure industry was overlooked prior to the year 2008.

It was in 2008 when the Korea International Boat Show initiated the building of new marinas, the construction of marine infrastructure such as marine industrial complexes, and the revitalization of small shipbuilding and related parts manufacturing as well as the service industries associated with marine leisure activities.

The 2009 Korea International Boat Show took place on a waterfront of 9400 m²; 467 marine leisure related companies from 33 countries participated in this, the second boat show hosted by Gyeonggi Province.

Transformation into International Marine Exhibition and New Challenges

While the Korea International Boat Show successfully attracted public interest in marine leisure culture last year, this year's show will focus on exploring both home and overseas marine leisure markets by highlighting the strengths and professional aspects of the event. To this end, Gyeonggi Province is now seeking to win international exhibition certification through an authorized certification agency run by the local government. It is further hoping to solidify the image of the Gyeonggi International Boat Show by becoming a certified member of the International Federation of Boat Show Organizers, an organization responsible for operations of international boat shows around the world.

The 2010 Korea International Boat Show, a center of global marine leisure business

The previous Korea International Boat Show was held concurrently with the World Match Racing Tour - Korea Match Cup and featured various exciting events. The 2010 Korea International Boat Show aims to be a more business-oriented exhibition. There will be separate venues for exhibits and events to ensure a business-friendly

atmosphere. There will also be reinforced match-making services to accommodate both participating buyers and companies.

The Korea International Boat Show has been improving each year through continuous refinement. The year 2010 will mark another successful year both for the Korea International Boat Show and its host, Gyeonggi Province.

<2010 Korea International Boat Show Information>

- ▶ Date: June 9 to 13, 2010
- ▶ Venue: Jeongok Marina, Hwaseong City & Tando Port, Ansan City
Gyeonggi Province, Republic of Korea
- ▶ Exhibition Size : Net space 9,400 m²
- ▶ Sponsors : Gyeonggi Province, Hwaseong City, Ansan City
- ▶ Held Concurrently : World Match Racing Tour - Korea Match Cup