

Smart Work & Contact Center Expo Korea 2023

POST-SHOW REPORT

01 OVERVIEW

Smart Work Solutions & Next-gen Customer Service!

Show Title

Title

Smart Work Expo Korea 2023
Smart Contact Center Expo Korea 2023

Acronym

SWCEX 2023

Show Info

Date September 6-8, 2023
Venue Seoul aT Center
Scale 32 exhibitors, 120 booths
Visitor 2,818 unique visitors

Organizer

Organized by

J. Expo Ltd, TechDaily

Supported by

Seoul Metropolitan Gov't, etnews,
Artificial Intelligence Times

Sponsored by

KT, HP

Concurrent Events

Conference

AI Contact Center Conference 2023
Smart Work Korea Summit 2023



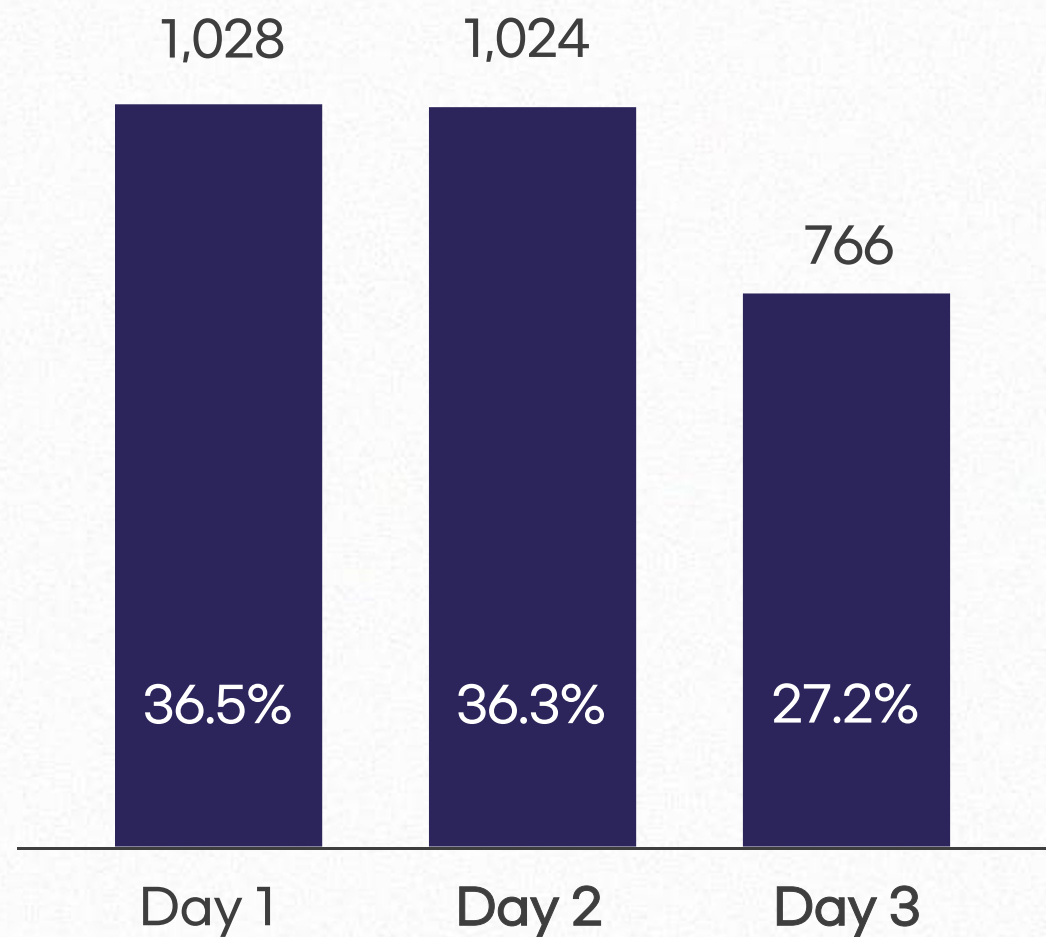
02 SHOW HIGHLIGHTS

Unique Visitors : **2,818**



No. of Exhibitors : **32**

No. of Booths : **115**



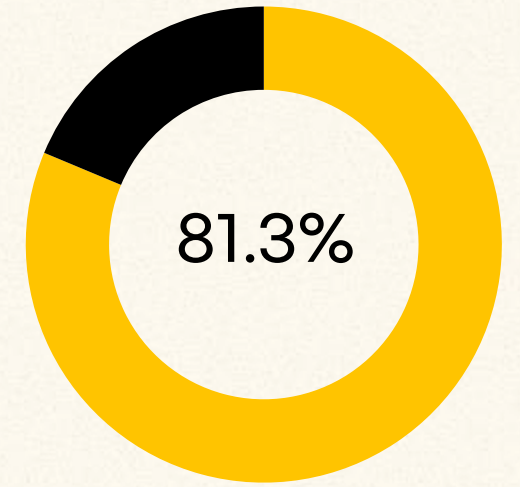
KEY VISITORS

- AIA
- AWS
- AXA
- CANON
- CKD
- CREATIVE ECONOMY INNOVATION CENTER
- GONGYOUNGSHOP
- GYEONGBUK CREDIT GUARANTEE FOUNDATION
- HANA SECURITIES
- HYOSUNG INFORMATION SYSTEM
- HYUNDAI LIVART
- HYUNDAI MOTOR
- K WATER
- KAKAO
- KEPCO
- KEPCO KDN
- KIA
- KIWOOM
- KOREA DISTRICT HEATING CORP.
- KOREA ENVIRONMNET CORP.
- KOREA INVESTMENT SAVINGS BANK
- KOREA LOCAL INFORMATION RESEARCH & DEVELOPMENT INSTITUTE
- KOREA RESEARCH INSTITUTE FOR DEFENSE TECHNOLOGY
- KSKBSJOB
- LG ELECTRONICS
- LOTTE CARD
- LOTTE HOMESHOPPING
- LOTTE HOTEL
- MG CREDIT INFORMATION
- MIRAE ASSET
- NATIONAL HEALTH INSURANCE SERVICE
- NH INVESTMENT
- NICE AMC
- OKSAVINGBANK
- POSCO
- PYEONGTAEK URBAN CORP.
- SAMSUNG CARD
- SAMSUNG ELECTRONICS
- SEEGENE
- SEOUL METROPOLITAN OFFICE
- SK C&C
- SONY
- TONGYANG LIFE INSURANCE
- TOSS LAB

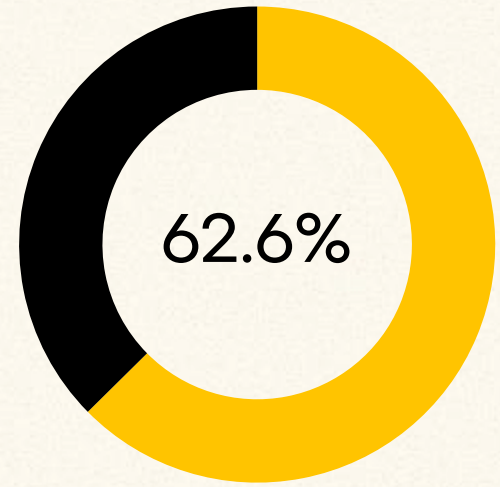
03

EXHIBITOR ANALYSIS

Overall Satisfaction

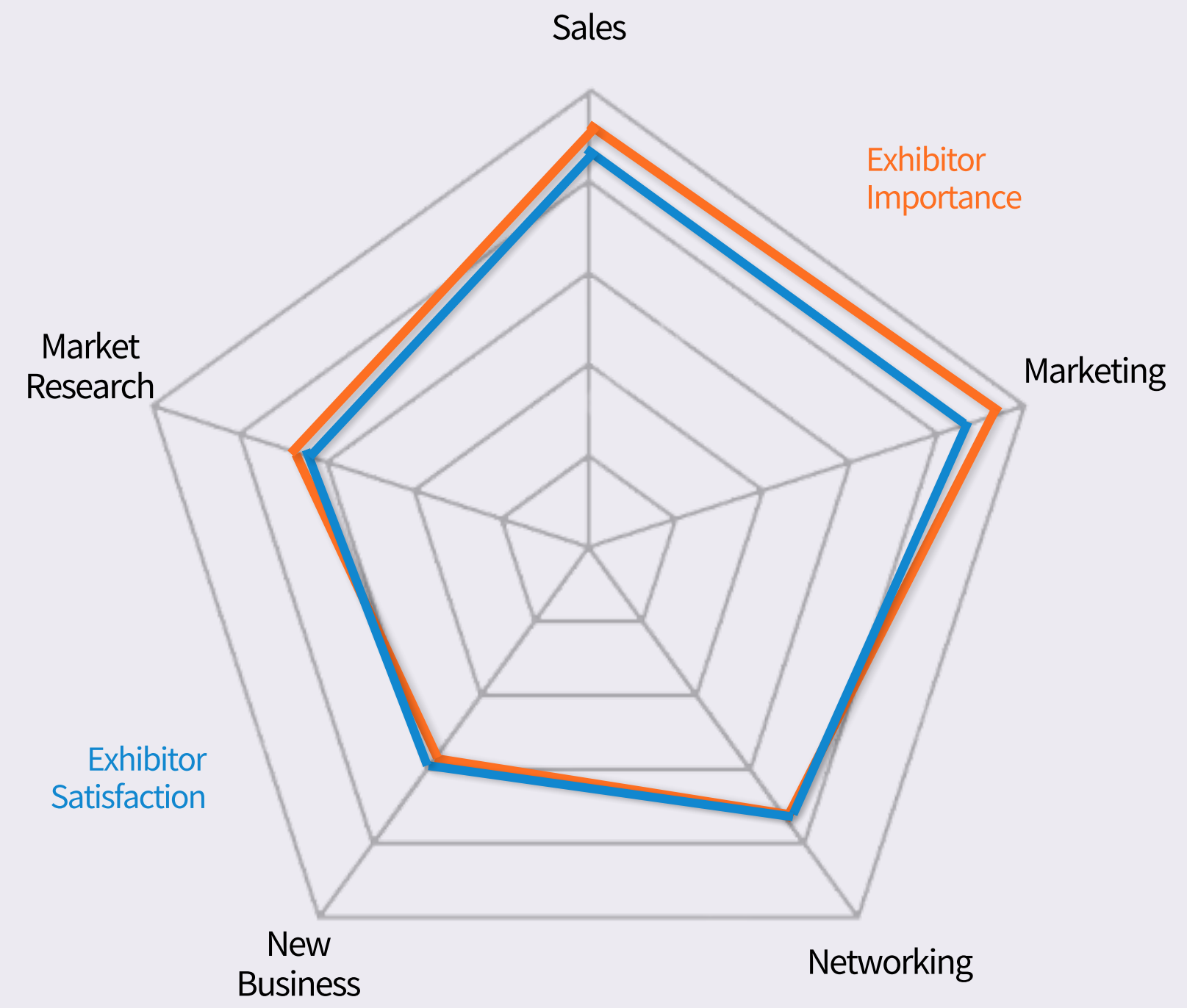


Visitor Satisfaction

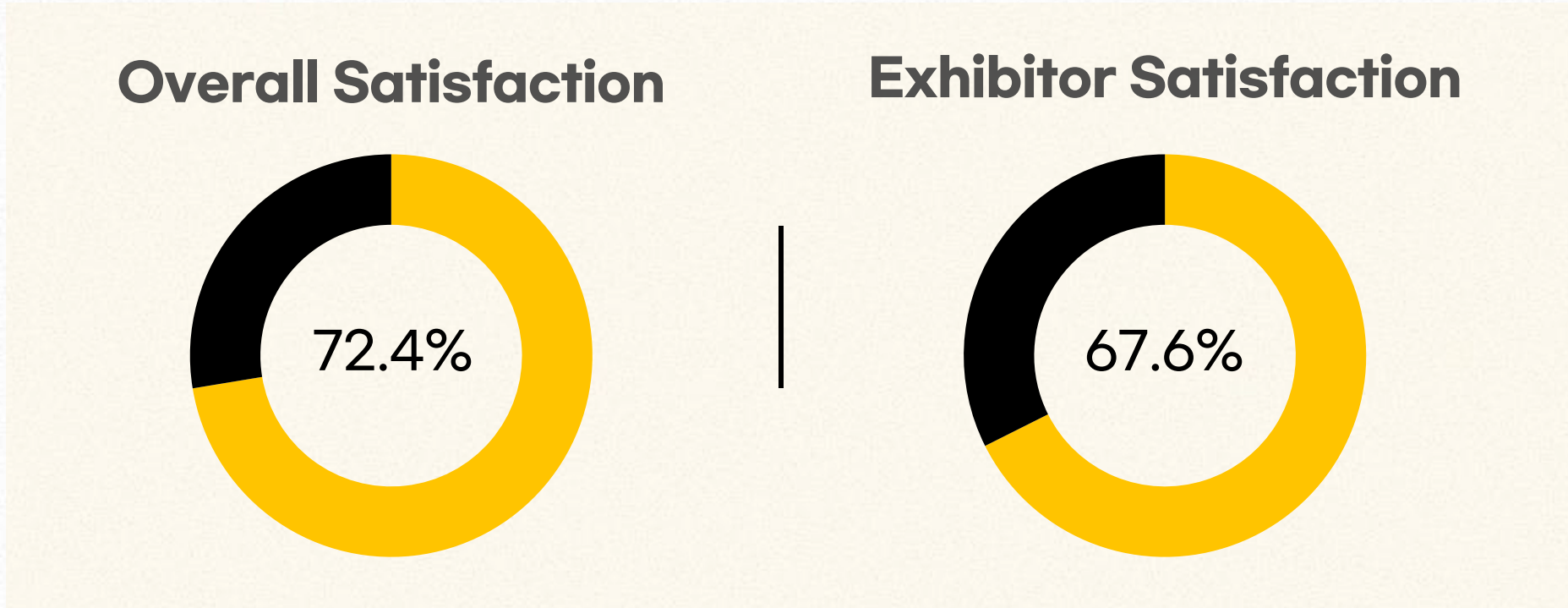


Exhibitor Gap Analysis

Based on exhibitor survey results.



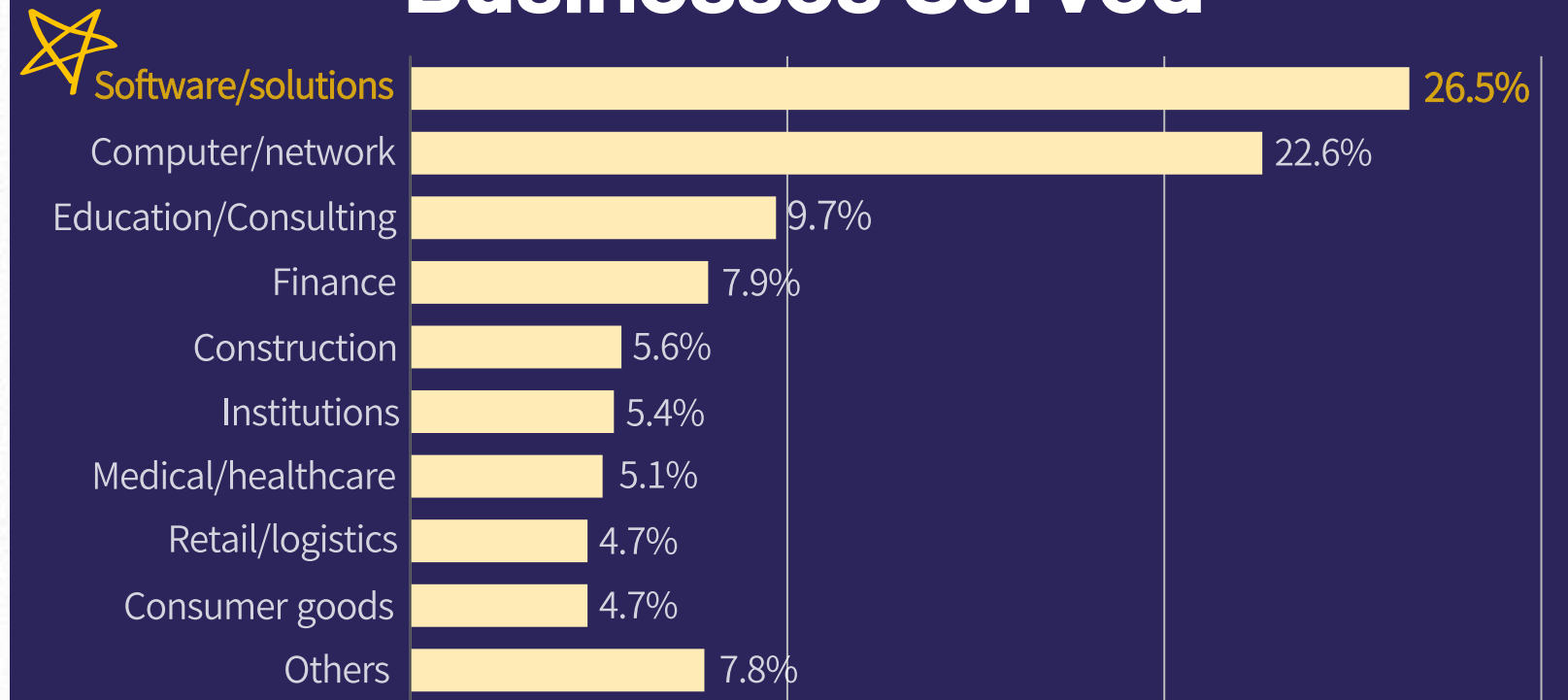
VISITOR ANALYSIS



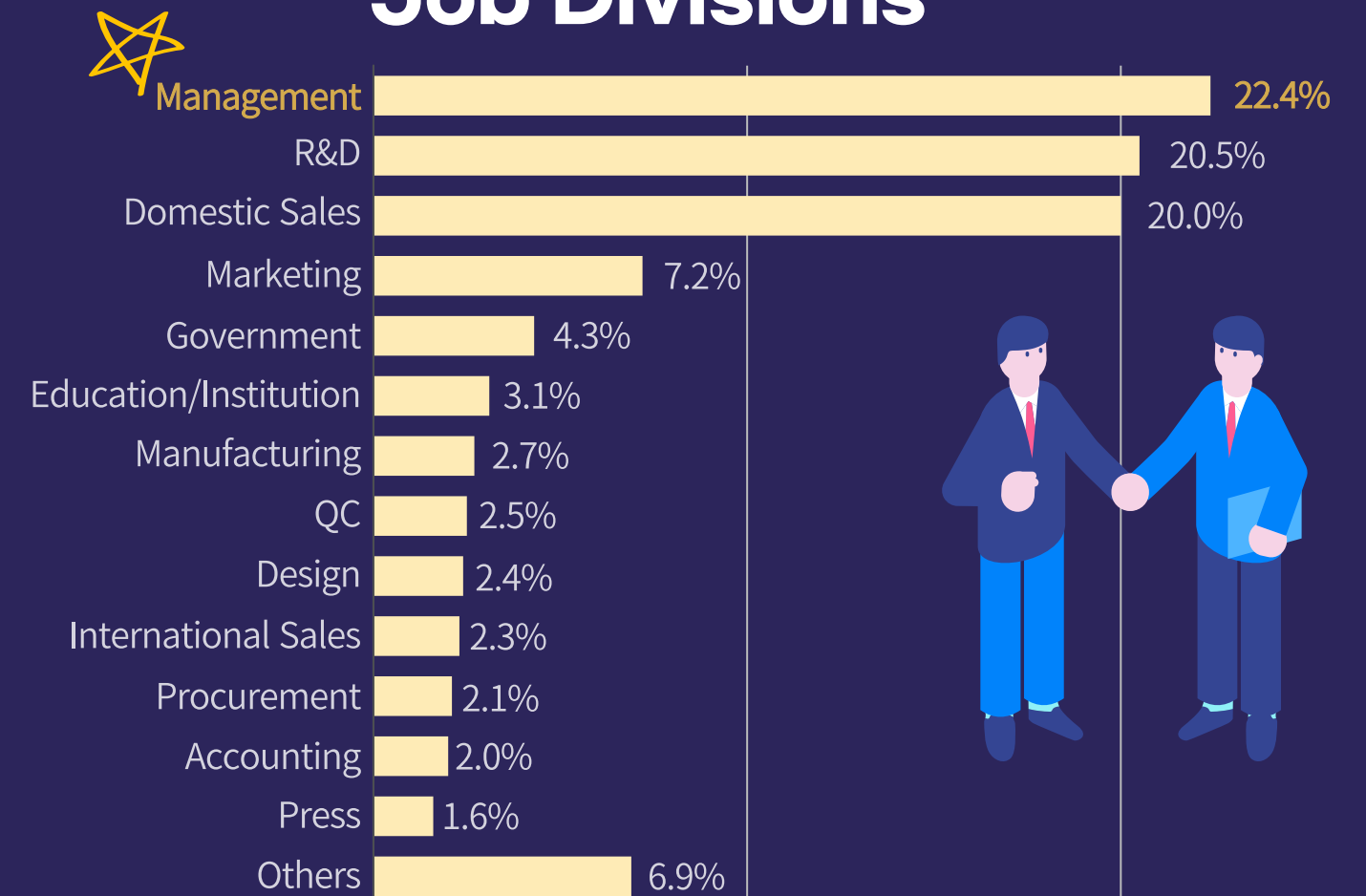
Purchasing Authority



Businesses Served



Job Divisions



05 EXHIBITOR FEEDBACK



Exhibitor A

“Visitors from many different industries, we were able to meet new customers.”



Exhibitor B

“Most of the visitors were B2B visitors, and they showed keen interests in our solutions.”



Exhibitor C

“We made new contracts with existing and new customers for the first time in expos.”

Based on exhibitor survey results.

06 VISITOR FEEDBACK



Visitor A

“Quality exhibitor, hope to see more smart office exhibitors next year.”



Visitor B

“The exhibition was well organized and it was nice to see different types of exhibitors.”



Visitor C

“Parking and public transportation were conveniently available, and enjoyed the quality conference.”

Based on visitor survey results.

Next Edition Sep 25-27, 2024

J·EXPO
Connecting Businesses