

Program Composition

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Seminars/Conferences

- International Annual Meeting of Related Institutions
- Keynote Speech on Carbon Neutrality
- National Assembly World Korean Economic Forum

Exhibition

- 1:1 Business Export Consultation Meetings
- Promotion Booths for Local Governments, Institutions, and Companies
- B2C Exhibition
- ※ Open to the General Public

Networking

- Expo Gala Dinner
- Business Network Meeting
- Dinner Hosted by Local Government Heads and Related Institution Heads

Cultural Events

- Performance by the Brno Philharmonic Orchestra from Czech Republic (Collaboration: Jo Sumi, Venue: Vienna Musikverein)
- Artworks of Korean Young Artist (KYA)
- Korean Cultural and Art Experience Zone
- ※ Linked with the Korean Cultural Center Program



AUSTRIA CENTER VIENNA

Located in the heart of Vienna, ACV features 19 large exhibition halls and over 180 convention spaces, making it the largest exhibition center in Austria with a capacity to accommodate over 28,000 people simultaneously.

The building, which combines convenient accessibility with the beautiful natural environment of Donau Park and the United Nations Vienna Office, represents the Austrian exhibition industry.



01 Establishment of Modern Facility Infrastructure

- Largest exhibition hall in Austria
- Adjacent to international organizations such as the United Nations Vienna Office
- Over 900 accommodations within walking distance



02 Convenient Transportation Network

- Less than 30 minutes by public transport to Vienna International Airport
- Up to 3 hours distance to various European countries
- More than 600 flight routes to 195 countries



03 Professional Convention Services Provided

- Professional human resources
- Accumulated know-how in exhibition convention operation
- High-quality service experience

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2024 KOREA BUSINESS EXPO VIENNA

The 28th World-OKTA Convention

October 29 (TUE) - October 31 (THU), 2024



2024 KOREA BUSINESS EXPO VIENNA

The 28th World-OKTA Convention

Starting with the KOREAN NETWORK conference in 1996, this year marks the 28th anniversary of the event, which will be held in Vienna, Austria, a central city for culture, arts, and European business.

KOREA BUSINESS EXPO VIENNA (KBEV) is a platform where overseas Korean businesspeople from 150 chapters in 71 countries around the world, along with domestic entrepreneurs, come together to build a mutually beneficial global network and expand the economic territory of the Korean people.

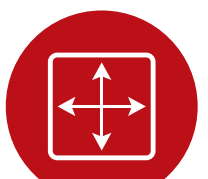
- **Event Name** : 2024 KOREA BUSINESS EXPO VIENNA
- **Period** : October 29 (Tue) - October 31 (Thu), 2024, 2 nights and 3 days
(OKTA Members: October 28 (Mon) - November 1 (Fri), 4 nights and 5 days)
- **Venue** : AUSTRIA CENTER VIENNA (Vienna, Austria)
- **Honorary Chairman** : Ki-moon Kim, Chairman of the Korea Federation of Small and Medium Businesses
- **Chairman** : Jong-bum Park, Chairman of WORLD- OKTA
- **Organized by**
Ministry of Trade, Industry and Energy, WORLD-OKTA, Yonhap News, The Federation Association of Korean Business in Europe, Korea Economic Daily
- **Managed by** : WORLD-OKTA, Korea Trade-Investment Promotion Agency
- **Sponsored by**
Korea Federation of Small and Medium Businesses, The Federation of Korean Industries, Korea International Trade Association, Korea Management Innovation Association for Small and Medium Business, various city and provincial governments, Overseas Koreans Agency
- **Participants** : 450 institutions and companies
 - Government-affiliated institutions and related organizations (public enterprises, quasi-public enterprises, public corporations and agencies, etc.)
 - Domestic private companies (including overseas local corporations)
 - Various local governments (metropolitan and local governments)
 - ※ Local general visitors from Europe are also welcome to attend along with participants (government agencies and related organizations, domestic private companies, local governments) and buyers.



Exhibition Area
15,000 sqm



Participating Buyers
1,500 +



Participating Booths
450 +

* The schedule may change due to the organizers and local circumstances.

Exhibition Information

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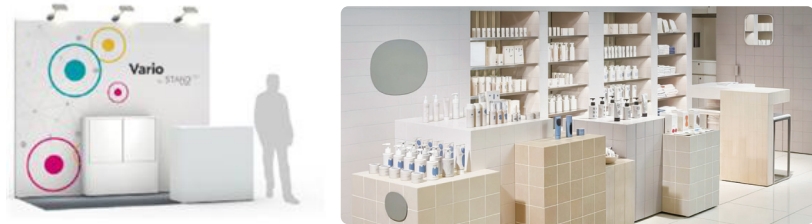
Participate in strategic business programs for entering the European market.

This EXPO, exhibiting products from 450 Korean institutions and companies, is a business exchange platform with 1,500 buyers from WORLD-OKTA around the world, including local European buyers, open to general visitors.

※ If you wish to participate in the exhibition, please refer to the booth guide below and submit your application.

Basic Booth

Size	3m x 3m
Cost	Participation Fee : 5,000EUR / 7 million KRW
Provided Items	- Basic consultation table - Basic booth - Buyer matching - Support for exhibition product logistics ※ Showcases can be used within the booth area



※ Booths can be configured in a showcase format combining multiple companies

Independent Booth

Size	Area selection is flexible, starting from 3m x 3m
Cost	Participation fee : 3,500EUR / Starting from 5 million KRW
Provided Items	- Support for exhibition product logistics (based on 1 CBM)



※ Please note that the above details are subject to change.

Guide to Promising Exhibition Items

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Recommended Exhibition Items for Entering the European Market

01 Electric Vehicles and Electric Bicycles

- The delivery culture using electric bicycles is growing, and demand is being stimulated by local government subsidies for electric bicycle purchases (e.g., Belgium, France).
- As the shift from internal combustion vehicles to electric vehicles continues, the number of charging stations for electric vehicles is increasing.
- By 2026, the EU mandates the installation of charging stations for electric vehicles every 60km along major highways.

02 Energy Production and Storage Equipment

- Increased subsidies for aging nuclear power plants in the EU are driving demand for nuclear power plant maintenance, while new nuclear plant construction is boosting demand for small modular reactors (SMR), air conditioning units, valves, relays/measuring instruments, and dry ice cleaning equipment for maintenance.
- The surge in demand for electric vehicles is also increasing the demand for batteries, making battery materials and energy storage system (ESS) equipment highly promising.

03 Energy Efficiency Products

- Rising energy prices and the EU's energy efficiency guidelines are driving demand for energy-saving heating devices, air fryers, and other energy-efficient products.

04 Renewable Energy Equipment

- Wind turbines, wind power generators, wind power generator parts, offshore wind turbines, and submarine cables for transmission are promising.
- The acceleration of the EU's green transition policies is leading to increased public project orders in the wind energy sector, including offshore wind.

05 Consumer Goods

- Korean Wave and the popularity of K-content is boosting exports of Korean cosmetics, while interest in K-food is increasing among young people in Europe.
- Korean cosmetics are popular among European consumers due to their excellent quality and competitive pricing.
- European consumers' preference for value-driven consumption makes premium products like organic green tea popular.

06 Industrial and Technological Products

- Growth in the collaborative robot market due to industrial automation and digitalization in Europe.
- The recovery of the EU automotive market is increasing new car production and demand for automotive parts and electric parts including batteries, wiring, navigation systems, cameras, and speakers.
- Rapid delivery and competitive pricing of defense products (e.g., K2 electric vehicle, K9 self-propelled artillery) enhance the popularity of K-defense products.

2024 KOREA BUSINESS EXPO VIENNA



Industrial structure centered on manufacturing and basic industries

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Since the 1960s, the service sector has seen continuous growth, with the tertiary sector contributing 70% of the country's total added value in 2019 (about 74% of the total workforce is employed in the tertiary sector).

<Share of GDP by Industry (%)>

	2021	2022	2023
Primary Industry (Agriculture/Forestry)	1.4	1.5	1.4
Secondary Industry (Mining/Manufacturing, Construction, etc.)	29.1	29.1	29.4
Tertiary Industry (Distribution, Services, Education, etc.)	69.5	69.4	69.2

- Source: Statistics Austria, WKO

A Global Leader in Competitive SMEs

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- SMEs account for 99.6% of all enterprises, employing approximately 2 million people (66%) and generating 482 billion euros in revenue (60%), playing a central role in the Austrian economy.
※ SME: fewer than 250 employees and annual revenue below 50 million euros.
- Austria has 116 hidden champions, ranking fifth in the world after Germany (1,307), the USA (366), Japan (220), and Switzerland (131).
※ Hidden champions refer to small-to-medium-sized companies that hold the top 1-3 positions in their respective global markets despite not being widely known (Hermann Simon).

Externally Oriented Economic Structure

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- As a small open economy, Austria is heavily influenced by global market changes, with exports being a cornerstone of its national economy.
- Key export industries include automotive, machinery, and pharmaceuticals, as well as competitive sectors in services such as tourism, construction, and culture.
- Located at the crossroads of Eastern and Western Europe, Austria leverages its geographic advantage by importing inexpensive intermediate goods from Eastern Europe, producing technology-intensive high-value-added intermediate goods, and re-exporting them to global companies in Western Europe, particularly Germany.
- Exports account for 55% of GDP, surpassing the EU average of 46% and South Korea's 44%. Germany is Austria's largest trading partner, accounting for 30% of its trade.

Privatization of State-Owned Enterprises

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- Many of the large companies in the petrochemical, steel, and automotive industries were state-owned or had the government as the major shareholder.
- From the mid-1980s, the chronic deficits due to bloated management structures and inefficient operations became a political issue, leading to ongoing privatization policies for state-owned enterprises from the early 1990s to the present.

Korea-Austria Strategic Partnership

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- During the state visit in 2021, the relationship between the two countries was elevated to a strategic partnership, and development agreements were signed in four areas including customs, youth education, and culture.
- As of 2023, South Korea's export volume to Austria totaled 1.45 billion euros.

Establishment of Diplomatic Relations	<ul style="list-style-type: none"> • Treaty of Amity and Commerce signed : June 23, 1892 (29th year of King Gojong's reign) • Establishment of ambassadorial-level diplomatic relations: May 22, 1965
Key Personnel Exchanges	<ul style="list-style-type: none"> • [Austria to Korea] △State visit by President Fischer in April 2007, △official visit by Chancellor Kurz in February 2019. • [Korea to Austria] △Official visit by Prime Minister Lee Hae-chan in October 2004, △Prime Minister Lee Nak-yeon in May 2018.
Trade Status	<ul style="list-style-type: none"> • Total trade volume: \$2.694 billion (2020, Korea International Trade Association) - Exports: \$1.066 billion (computers, semiconductors, automobiles, batteries, etc.) - Imports: \$1.628 billion (passenger cars, motors/pumps, auto parts, pharmaceuticals, etc.)
Investment Status	<ul style="list-style-type: none"> • [Austria to Korea] \$290 million (152 cases) as of the end of 2020 • [Korea to Austria] \$1.6 billion (125 cases) as of the end of 2020
Korean Residents	<ul style="list-style-type: none"> • Approximately 2,500 people (as of 2021)

2024 KOREA BUSINESS EXPO VIENNA

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