

SIPREMIUM 2011

Seoul International Sourcing Fair
S Premium, Gift, Stationery & Homeware

2011.3.09-3.12, Coex Center, C Hall



Show Overview

- **Show Title**
SIPREMIUM 2011
(The 21st Seoul International Sourcing Fair: Premium Gift, Stationery & Homeware)
- **Show Period**
April 9th(Wednesday)~12nd(Sunday), 2011
- **Show Venue**
Hall C, 3rd Floor Coex
- **Show Organizer**
Coex Co. Ltd.
- **Local Partners**
Korea Gift Industry Association (KGIA)
Institution of Convention & Exhibition Management (ICEM)
- **Supporters**
Ministry of Knowledge Economy
Small and Medium Business Administration
Seoul Tourism Organization
Institute of Korea Entrepreneurship Department

- **Exhibit Items**

Sales promotional products, Gift items, Stationery & office supplies,
Jewelry & accessories, Character items, Health & well-being items,
Sports & leisure items, DIY & party items

- **Concurrent Events**

The Premium Homeware

- Consumer electronics, Kitchenware, Home decoration, Promotional apparels, Bathware

The Premium Design

- Sophisticated stationery, Sophisticated gift, High-fashion household goods, Products in a gorgeous design

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Promotion Report

Participation in the relevant domestic/overseas exhibitions

Operation of booth to promote relevant family exhibition

Domestic	Overseas
Seoul gift Show	Summer Sourcing Fair(Hong Kong)
Seoul Int'l Stationery Show	SIPREMIUM China road show

Printed Advertisement

Daily newspaper, Economic newspaper

-5 Magazine advertisements including Gift Seoul, Retail magazine etc.

In total 21times

Foreign specialized magazine

-HK products/Trade Channel/Global Sources in total 7times

Local trade magazine for overseas distribution etc.

Internet Advertisement

Major Portal web site, Online banner barter

Establishment/operation of homepage support multiple languages

Operate SNS(Facebook, Twitter, Blog)

Direct Promotion

Establishment of DB about 5,000 companies

Sending of DM(Guideline on Participation/Invitation)

Manufacturing/distribution of Show Preview

Marketing activities through Fax/E-mail

Local Marketing activities by establishment of overseas agent

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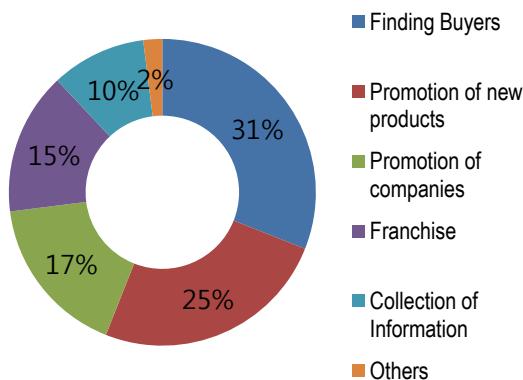
Show Review

- Exhibitor
 - Size of Exhibitor

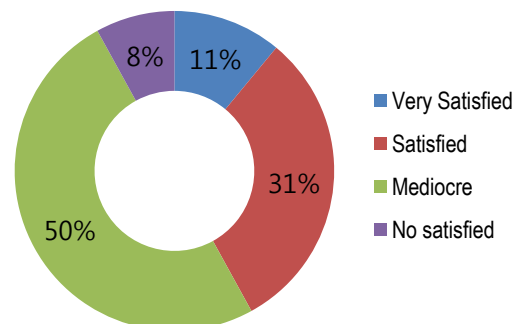
Size of Exhibitor	Countries
332 exhibitors from 17 countries, 486 booths in Total	Korea, Japan, China, Hong Kong, USA, Mongol, Indonesia, Thailand, Russia, Algeria etc.

- Exhibitor Survey

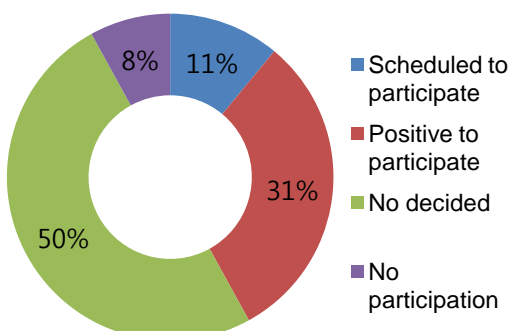
Purpose of Participation



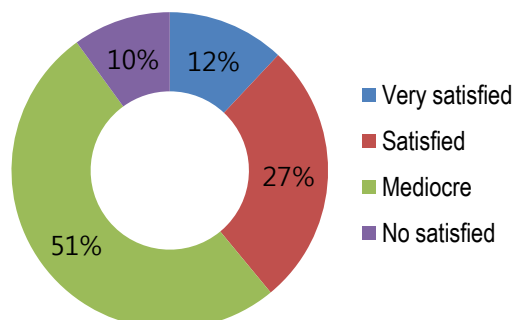
Achievement of Participation



Participation in the next exhibition



Securing new customers



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Show Review

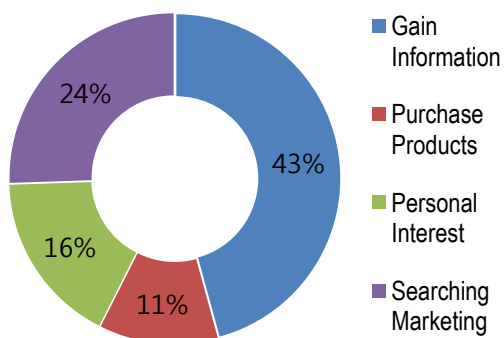
● Visitor

▪ No. of Visitors

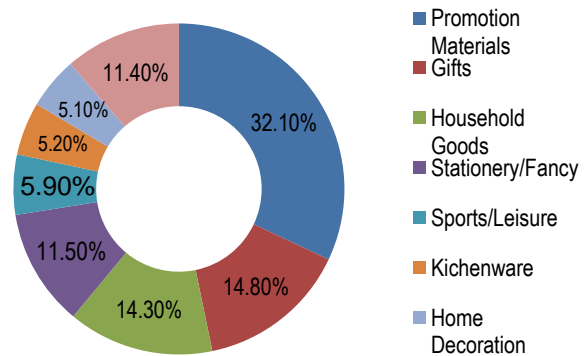
Domestic	Overseas [57 Nations]
16,009	911
Total 16,920	

▪ Visitor Survey

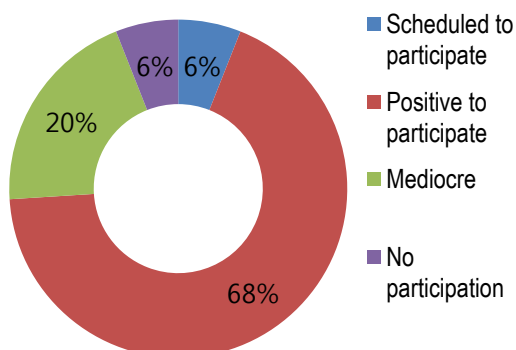
Purpose of Visit



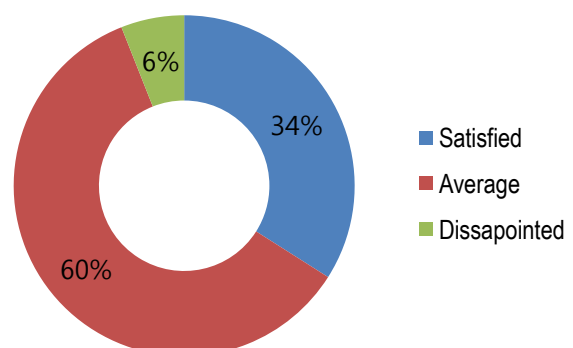
Interested Areas



Participation in the Next Year Exhibition



Result of Visitation



SIPREMIUM 2012

Seoul International Sourcing Fair
Premium, Gift & Homeware

Feb. 23-26, 2012, Coex Center Hall C

THE SPECIAL PRESENT
FOR YOUR PREMIUM BUSINESS



SIPREMIUM 2012 Overview

- **Show Title**
SIPREMIUM 2012
(The 22nd Seoul International Sourcing Fair: Premium Gift, Stationery & Homeware)
- **Show Period**
February 23th(Thursday)~26st(Sunday), 2012
- **Show Venue**
Hall C(3rd floor) Coex Convention Center, Seoul, Korea
- **Show Organizer** Coex Co., Ltd.
- **Expected Scale**
400 Companies, 600 Booths, 20,000 Buyers
- **Special Venue**
VIP Buyer Lounge, Traditional market Promotion Hall
- **Exhibit Items**
Sales promotional products, Gift items, Stationery & office supplies, Jewelry & accessories, Character items, Health & well-being items, Sports & leisure items, DIY & party items

Please find out more about this show at www.sipremium.com

SIPREMIUM 2012

Seoul International Sourcing Fair

S Premium, Gift & Homeware

Contact Point

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