

Korea·World Chinese
Entrepreneurs
Business Week 2020
2020 韩国-世界华商周



*Promise towards
a future of shared growth
and prosperity!*

K·WCEB 2020

Korea · World Chinese Entrepreneurs Business Week 2020

We deeply appreciate your interest and support in the Korea-World Chinese Entrepreneurs Business Week as Chinese entrepreneurs.

In order to promote business cooperation between Korea and World Chinese Entrepreneurs, the Korean government, Korea Chinese Chamber of Commerce & Industry (KCCCI), Korea Busan-Ulsan-Gyeongnam Chinese Chamber Of Commerce & Industry (KBCCCI) are hosting Korea · World Chinese Entrepreneurs Business Week 2020. The World Chinese Entrepreneurs Convention (WCEC) will participate as a supportive organization for this event.

We are all looking forward to our future.

When we bring together Korea's advanced industries and the investment of Chinese entrepreneurs, we will be able to create global new growth industries. Also, the South Korean (Moon Jae-in) government aims to achieve co-prosperity with ASEAN countries through its New Southern Policy and seeks to connect Europe and Asia beyond achieving peace with North Korea through its New Northern Policy. Therefore, we would like to humbly ask for your kind interest and participation in the event hosted at such an important time.

Establishing joint ventures with Korean companies in local market of Chinese entrepreneurs and building communities for technology transfer

Providing import-related information for those who seek to enter the local market by purchasing excellent products of Korean companies

Strengthening the role as a channel to promote Chinese entrepreneurs who wish their companies and products to have a foothold in the Korean market

K·WCEB 2020
Korea · World Chinese Entrepreneurs Business Week 2020
KEY POINT

Support in creating a foothold in Korea including the establishments of hotels, resorts, and businesses through local investments

A chance to experience manufacturing technology, airline-automotive parts, shipbuilding, and hydrogen industries of the host city of Changwon City, Gyeongnam, Korea, as well as an opportunity for consultation on the new investment and technology

| Application Points for Online Participating Companies

01

After the registration to the website, we support the selected companies to participate in the business communication between Chinese entrepreneurs and Korean companies.



02

Through the 3D online exhibitions, we provide a chance to browse Korea's key industries and company products at a glance.

03

Through the advanced enrollment, we provide a BIZ-matching service with the desired date and time.

04

We host an online international conference and business/investment fair where you can participate without the limitation of time and space.

※ Please contact Korea · World Chinese Entrepreneurs Business Week 2020 Organizing Committee Secretariat for more information on 3D online exhibition, business and investment fair

Korea · World Chinese Entrepreneurs Business Week 2020?

This is a special membership-only event for the businesses of Korean companies and Chinese entrepreneurs.

K-WCEB Event Overview

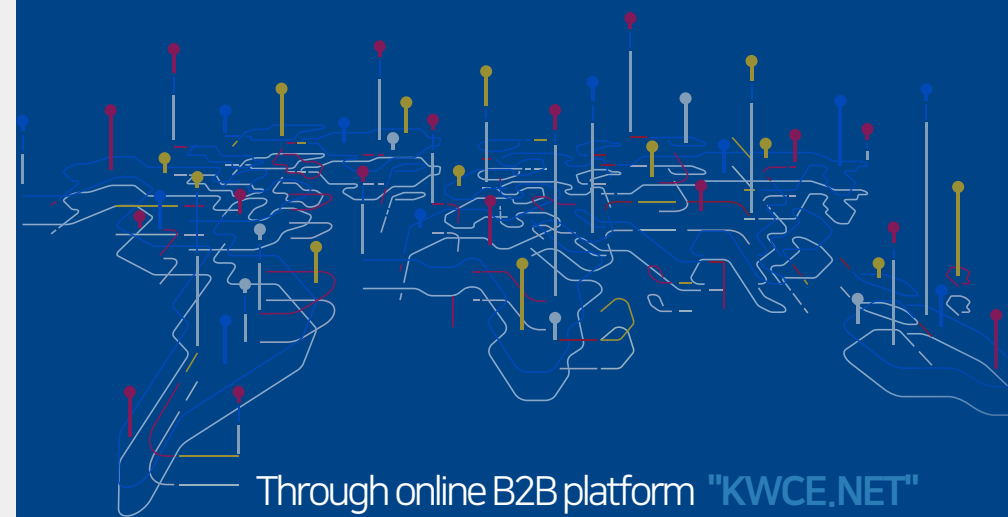


Korea Industry Expo
Korea sale Festa
(11.1~11.22(TBD))

Name of Event	Korea · World Chinese Entrepreneurs Business Week 2020
Period	2020.11.12(Thu)~14(Sat) for 3days (Opening ceremony : 2020.11.12(Thu))
Venue	KWCE.NET/Changwon City, Korea
Participation Size	World Chinese entrepreneur companies and Korea's representative companies
Host	Gyeongsangnam-do, Changwon City, Korea Chinese Chamber of Commerce and Industry, Korea Busan-Ulsan-Gyeongnam Chinese Chamber Of Commerce & Industry
Organizers	Changwon City, Korea Busan-Ulsan-Gyeongnam Chinese Chamber Of Commerce & Industry
Supportive Organization	World Chinese Entrepreneurs Convention (WCEC)
Sponsors	Presidential Committee on New Southern Policy, Ministries, Ministry of SMEs and Startups, governmental departments, public organizations, industries, and economic organizations
Concurrent Exhibition	Maritime Cultural Festival, Chrysanthemum Festival, H2WORLD

Operation of Online Programs

Official Events Korea · World Chinese Entrepreneurs Business Cooperation Official Ceremony Opening and Closing Ceremony Keynote and VIP speeches Online Transmission International Conference Chinese and Korean Entrepreneurs Leaders Forum	Online B2B Platform Providing an opportunity for company promotion without the limitation of time and place 3D Online Exhibition Construction of Digitech exhibiton	Online PR Platform Industrial PR SHOW for product and technology promotion DIGITAL PR SHOW (OASIS) Promotion of companies' products and technology Delivery of global business information and prospects of industries	BIZ-matching Practical BIZ-matching between Chinese and Korean Entrepreneurs Individual BIZ-matching consultation 1:1 online consultation with Buyers
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Through online B2B platform "**KWCE.NET**"
Businesses between World Chinese entrepreneurs and Korean companies are to be revitalized.

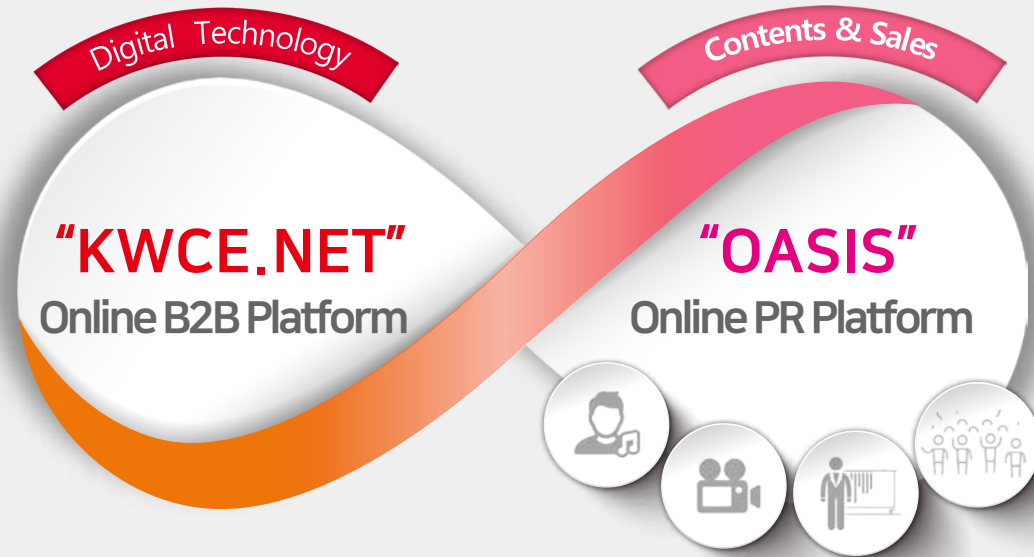
Organization of the Exhibition Hall (Displaying items)

Chinese Entrepreneurs Partner Pavilion	World Chinese Entrepreneurs Pavilion & Korean Chinese Entrepreneurs Pavilion
Smart City Pavilion	Smart energy _energy storage system (ESS), Smart Mobility _intelligent traffic management, next generation transport mode, intelligent distribution complex, SCM/e-Logistics, Smart Infrastructure _information and communications, environment and ecosystem management, urban facilities management, machine to machine (M2M), Smart Building Management (3D facility management, building management, building control, digital signage, safety management), Smart Service (smart city management services), Smart Home (wired and wireless network, smart devices, IoT communication standard, platform), Smart Sensor (automotive area, smart robots, smartphones, personal healthcare, wearables)
Renewable Energy Pavilion	Eco-friendly car related, solar power generation, wind power, hydrogen and fuel cell, geothermal, ocean energy, gasification and bioenergy
Environment & Water Resources Pavilion	Seawater desalination plant, water treatment system, pumps, valves, air pollution prevention system, measurement analysis device, waste treatment and recycling, eco-friendly goods, fine dust measuring device, air purifiers, and more
Startups	Innovation technology programs, medical information sharing platforms, service platforms, and more
Communication/IT/Logistics Pavilion	Universal Pass (UNIPASS), electronic trade (u-Trade Hub), money counterfeit detection system, and more
Finance/Support/Shared Growth	Settlement and remittance using AI technology, dementia image analysis technology, technology providing overseas remittance services based on fintech, ICT-based financial services and technology, medical data sharing platforms, support for innovative technology entering overseas market
Tourism & Culture Pavilion	Tourism products and services, and content-related industries including characters, music, webtoon and dramas
Brand Pavilion	Disinfection, bio, beauty, food, living

Concurrent Exhibition

H2WORLD	Fuel cell, FC material applications, hydrogen-fueled cars & parts, H2 materials & applications, hydrogen fueling infrastructure, and more ※ Hyundai Motors hydrogen car test drive event
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Provision of fruitful business opportunities with Korean companies!



The New Solution that suggests a global sales trend
using the online platform that unites World Chinese Entrepreneurs and Korean citizens

KWCE.NET

Online Networking Platform for World Chinese Entrepreneurs-Korea

OASIS

Revolutionary industrial PR SHOW for industrial product promotion



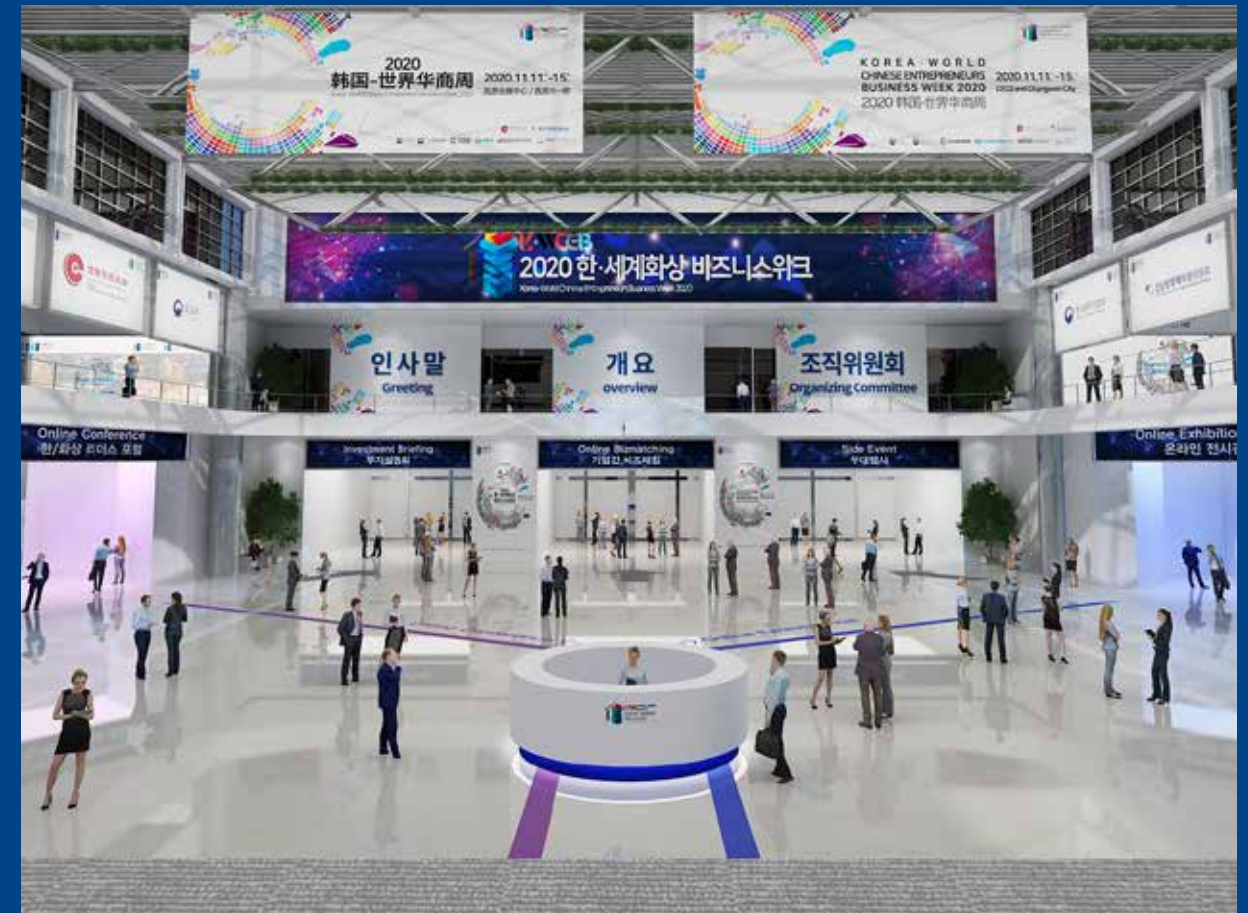
It is consisted of "Online Virtual Industrial Exhibition" that exhibits Korea's advanced technology and products and "e-International Conference" that organizes investment and technology fair for each industry.

Korea · World Chinese Entrepreneurs Business Week industrial PR Show "OASIS"
Korean online sales show targeting global buyers and customers!

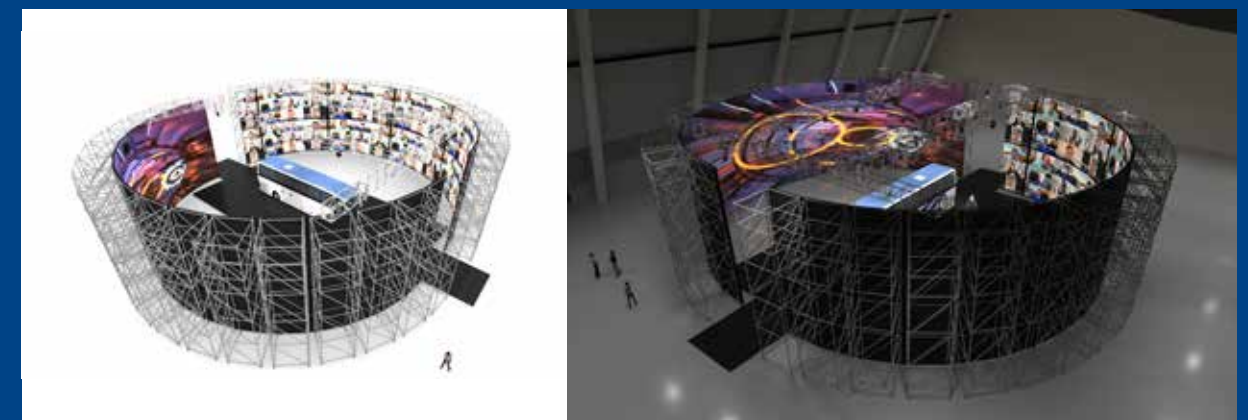
- 01 Promotion targeting Korean companies and organizations
- 02 Chance for exhibiting at the online B2B platform KWCE.NET and Chance for BIZ-matching
- 03 Chance to promote live through online PR platform
- 04 Provision of a chance for online promotion regardless of space and time

- 01 Application of Korean 5G and ICT technology
- 02 Untact PR Show
- 03 Fair applying actual products
- 04 Organization of various contents for each industry

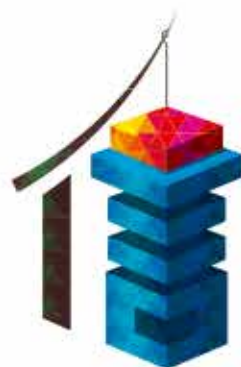
※ Please apply to the online platforms via KWCE.NET (KWCE.NET directly uploads the data related to company and product introduction)



Main Image of Online B2B Platform 'KWCE.NET'



Blueprint of Online PR Platform 'OASIS'



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