

POST-SHOW REPORT

THE IMPORT GOODS FAIR 2022

IMPORT
GOODS
FAIR 2022
June 23 (Thu)~25 (Sat), 2022

KOIMA 한국수입협회
Korea Importers Association

WORLD CUP QATAR 2022
월드컵 카타르 2022

CASHMERE HOUSE
캐시미어 하우스



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THE IGF 2022 AT A GLANCE

61 COUNTRIES
REPRESENTED



91 EXHIBITORS
PARTICIPATED



2,306



VISITORS
ATTENDED

184



B2B
MEETINGS

91%



WILLING TO
RETURN

MARK YOUR CALENDAR
JUNE 29TH 2023





B2B MEETING

OVERVIEW

The annual Import Goods Fair (IGF hereafter) is a flagship project organized by Korea Importers Association (KOIMA hereafter) since 2004. Between June 23–25, 2022, KOIMA has successfully hosted **The Import Goods Fair 2022** (IGF 2022 henceforth). IGF 2022 marks the 19th anniversary of this annual event. **91 exhibitors**, including **57 embassies**, from **61 countries**, comprised of Korean importers, foreign exporters, the foreign Embassies in Korea, and other partner organizations participated, occupying in **121 booths**.

As a trade organization that focuses on import, KOIMA has proudly organized **7 Seminars** on trade policy and business strategy, along with **184 B2B Meetings**, both online and offline. B2B has been the buzzword throughout KOIMA's preparation of the IGF 2022. From the onset, KOIMA spared no effort in making sure this event rightfully serves the interest of businesses across the world. **The Import Goods Fair 2023** is scheduled to take place **from June 29th 2023 to July 1st 2023** at **COEX, Hall C1 & C2**, Seoul, Korea.

GOALS

The annual Import Goods Fair aims to achieve mainly three things.

① Intermediating B2B Meetings

B2B Meeting is at the heart of KOIMA's mission. For businesses unfamiliar with the Korean market, matching up with the right business partner is at the crux of making their way to the Korean market successfully. Korean businesses are as interested and eager to importing competitive commodities from outside of Korea. They always eye on new products that are like to fare well in the country. B2B Meeting may not be an end of itself, but an important steppingstone to achieving mutual benefit.

② Consolidating Global Network

B2B Meeting is likely be in void until and unless supported by the Embassies and Trade Representatives in Korea. For the IGF 2022, we were delighted to have **61 countries** represented at the Fair, not to mention **57 Ambassadors** at the opening ceremony of the event. The IGF Secretariat is looking forward to increasing that numbers. Going forward, any embassies or trade missions in Korea unrepresented in our previous events are more than welcomed to take part in KOIMA's future events, the IGF in particular.

VIP Luncheon



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③ Attracting Prospective Consumers

It is almost indisputable that consumers, in the end, are the real VIPs to our event. Neither intermediating B2B meetings nor consolidating KOIMA's global network is more important than attracting visitors who are highly likely to become the consumers of showcased commodities.

The IGF Secretariat understand and acknowledges that visitor attraction was an area that it unfortunately fell short of at the IGF 2022. We highlight that this was in big part due to the lingering aftermath of the COVID-19. While the IGF 2022 was designed to mark a fresh and vigorous rebound back to business, garnering the interest of ordinary consumers still had a long way to go.

However, we also reiterate that this will be an area that the Secretariat plans to make an improvement on in times to come. This will include allocating more budget on social media marketing, advertising the event more proactively using the Association's social media accounts (Facebook, Instagram, YouTube, etc.), increasing media presence, and numerous other efforts, as necessary. This, however, cannot be done by KOIMA alone. Only through coordinated efforts with the Embassies in Korea and other partner organizations can KOIMA make a substantial difference.



VISITORS



EXHIBITORS

EXHIBITORS AND BOOTHS

The exact list of exhibitors vary from year to year. While many companies directly file their application, some businesses partake in collaboration with participating Embassies or trade representatives in Korea. The list of exhibitors from the IGF 2022 is as follows.

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
A01	BOLIVIA	PLURINATIONAL STATE OF BOLIVIA
A02	PROCOMER	REPUBLIC OF COASTA RICA
A03	DOMINICAN REPUBLIC	DOMINICAN REPUBLIC
A04	EL SALVADOR	REPUBLIC OF EL SALVADOR
A05	PERU	REPUBLIC OF PERU
A06	MEXICO	UNITED MEXICAN STATES
A07	UZBEKISTAN	REPUBLIC OF UZBEKISTAN

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
A08	UZBEKISTAN	REPUBLIC OF UZBEKISTAN
A09	LOUNGE	NONE
A10	LOUNGE	NONE
A11	VENEZUELA	BOLIVARIAN REPUBLIC OF VENEZUELA
A12	ICHIRAN RAMEN	REPUBLIC OF KOREA
A13	GUATEMALA	REPUBLIC OF GUATEMALA
A14	HYANGFACTORY.CO.,LTD	REPUBLIC OF KOREA
A15	ARGENTINA	ARGENTINA REPUBLIC
A16	KOREA MCNULTY.CO.,LTD	REPUBLIC OF KOREA
A17	ECUADOR	REPUBLIC OF ECUADOR
A18	LINKTRADE CO., LTD.	REPUBLIC OF KOREA
A19	KOREAN COUNCIL ON LATIN AMERICA & THE CARRIBEAN	LATIN AMERICA & THE CARRIBEAN
A20	CHINA	PEOPLE'S REPUBLIC OF CHINA
A21	COLOMBIA	REPUBLIC OF COLOMBIA
A22	YANBIAN CHINA	PEOPLE'S REPUBLIC OF CHINA
A23	TAJIKISTAN	REPUBLIC OF TAJIKISTAN
A24	TAJIKISTAN	REPUBLIC OF TAJIKISTAN
A25	TAJIKISTAN	REPUBLIC OF TAJIKISTAN
A26	TAJIKISTAN	REPUBLIC OF TAJIKISTAN
A27	TESO FOODS	MONGOLIA
A28	CASHMERE SHOP	MONGOLIA
A29	MONGOLIA	MONGOLIA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
A30	KAZAKHSTAN	REPUBLIC OF KAZAKHSTAN
B01	LOTTE MART	REPUBLIC OF KOREA
B02	LOTTE MART	REPUBLIC OF KOREA
B03	LOTTE MART	REPUBLIC OF KOREA
B04	LOTTE MART	REPUBLIC OF KOREA
B05	ULTRA V CO.,LTD	REPUBLIC OF KOREA
B06	VALUELINKU	REPUBLIC OF KOREA
B07	HELMSMAN QUALITY & TECHNOLOGY SERVICES	PEOPLE'S REPUBLIC OF CHINA
B08	KYRGYZSTAN	KYRGYZ REPUBLIC
B09	KYRGYZSTAN	KYRGYZ REPUBLIC
B10	KYRGYZSTAN	KYRGYZ REPUBLIC
B11	KYRGYZSTAN	KYRGYZ REPUBLIC
B12	LOUNGE	NONE
B13	TURKMENISTAN	TURKMENISTAN
B14	LOUNGE	LOUNGE
B15	PAKISTAN	ISLAMIC REPUBLIC OF PAKISTAN
B16	KOIMA	REPUBLIC OF KOREA
B17	KOIMA	REPUBLIC OF KOREA
B18	KOIMA	REPUBLIC OF KOREA
B19	KOIMA	REPUBLIC OF KOREA
B20	VITARIUM	REPUBLIC OF KOREA
B21	YOUNGHEUNG GROCERIES CO., LTD	REPUBLIC OF KOREA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
B22	VITARIUM	REPUBLIC OF KOREA
B23	YOUNGHEUNG GROCERIES CO., LTD	REPUBLIC OF KOREA
B24	KYRGYZSTAN	KYRGYZ REPUBLIC
B25	KYRGYZSTAN	KYRGYZ REPUBLIC
B26	KYRGYZSTAN	KYRGYZ REPUBLIC
B27	KYRGYZSTAN	KYRGYZ REPUBLIC
B28	SRI LANKA	DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA
B29	BANGLADESH	PEOPLE'S REPUBLIC OF BANGLADESH
B30	TAPEI MISSION IN KOREA	TAIWAN
B31	HONG KONG TRADE DEVELOPMENT COUNCIL	HONG KONG
B32	PACIFIC ISLANDS PAVILION	PACIFIC ISLANDS COUNTRIES
C01	BUSAN EXPO	REPUBLIC OF KOREA
C02	WORLD CUP 2022 QATAR	STATE OF QATAR
C03	BUSAN EXPO	REPUBLIC OF KOREA
C04	WORLD CUP 2022 QATAR	STATE OF QATAR
C05	INDONESIA	REPUBLIC OF INDONESIA
C06	INDONESIA	REPUBLIC OF INDONESIA
C07	INDONESIA	REPUBLIC OF INDONESIA
C08	INDONESIA	REPUBLIC OF INDONESIA
C09	PHILIPPINES	REPUBLIC OF THE PHILIPPINES
C10	PHILIPPINES	REPUBLIC OF THE PHILIPPINES
C11	PHILIPPINES	REPUBLIC OF THE PHILIPPINES

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
C12	PHILIPPINES	REPUBLIC OF THE PHILIPPINES
C13	ASEAN-KOREA CENTRE	ASEAN
C14	VIET NAM	SOCIALIST REPUBLIC OF VIET NAM
C15	BRUNEI	BRUNEI DARUSSALAM
C16	SINGAPORE	REPUBLIC OF SINGAPORE
C17	CASHMERE HOUSE	REPUBLIC OF KOREA
C18	CASHMERE HOUSE	REPUBLIC OF KOREA
C19	CASHMERE HOUSE	REPUBLIC OF KOREA
C20	SAMDAEIN GINSENG	REPUBLIC OF KOREA
C21	OMAN	SULTANATE OF OMAN
C22	INDIA	REPUBLIC OF INDIA
C23	JORDAN	THE HASHEMITE KINGDOM OF JORDAN
C24	THAILAND	KINGDOM OF THAILAND
C25	SOUTH AFRICA	REPUBLIC OF SOUTH AFRICA
C26	MALAYSIA	MALAYSIA
C27	TUNISIA	REPUBLIC OF TUNISIA
C28	LAOS	LAO PEOPLE'S DEMOCRATIC REPUBLIC
C29	ZAMBIA	REPUBLIC OF ZAMBIA
C30	CAMBODIA	KINGDOM OF CAMBODIA
C31	ANGOLA	REPUBLIC OF ANGOLA
D01	DAECHANG CO.,LTD (INTERNATIONAL TRADERS CLUB)	REPUBLIC OF KOREA
D02	P&P TRADING CO.,LTD (INTERNATIONAL TRADERS CLUB)	REPUBLIC OF KOREA

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
D03	THE HUMBLE CO.,LTD	REPUBLIC OF KOREA
D04	INTERNATIONAL TRADERS CLUB	REPUBLIC OF KOREA
D05	OKTA ISTANBUL	REPUBLIC OF KOREA
D06	EKOL FOOD	REPUBLIC OF KOREA
D07	BOKYUNG TRADING	REPUBLIC OF KOREA
D08	TÜRKİYE	REPUBLIC OF TÜRKİYE
D09	UAE	THE UNITED ARAB EMIRATES
D10	PORTUGAL	THE PORTUGESE REPUBLIC
D11	EGYPT	THE ARAB REPUBLIC OF EGYPT
D12	CROATIA	REPUBLIC CROATIA
D13	TANZANIA	UNITED REPUBLIC OF TANZANIA
D14	BULGARIA	REPUBLIC OF BULGARIA
D15	COTE d'IVOIRE	REPUBLIC OF COTE d'IVOIRE
D16	LATVIA	REPUBLIC OF LATVIA
D17	KOREA-AFRICA FOUNDATION	AFRICA
D18	ROMANIA	ROMANIA
D19	GHANA	REPUBLIC OF GHANA
D20	SLOVAKIA	THE SLOVAK REPUBLIC
D21	LOUNGE	NONE
D22	JN GLOBAL	REPUBLIC OF KOREA
D23	AZERBAIJAN	REPUBLIC OF AZERBAIJAN
D24	UKRAINE	UKRAINE

BOOTH NUMBER	BOOTH NAME	COUNTRY OR REGION
D25	CZECH	CZECH REPUBLIC
D26	IRELAND	IRELAND
D27	LITHUANIA	REPUBLIC OF LITHUANIA
D28	EUROPE SHARES	LITHUANIA
D29	BELARUS	REPUBLIC OF BELARUS
D30	THE TRADE REPRESENTATIVE OF RUSSIAN FEDERATION	RUSSIAN FEDERATION



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**KOIMA-BNI
MOU Signing Ceremony**

Seminars & Events

Seminars & Events make up no small part of the annual IGF. For the IGF 2022, KOIMA was delighted to sign a MOU (Memorandum of Understanding) with BNI (Bank Negara Indonesia) out of an effort to uncover areas for inter-organizational cooperation and to solidify our partnership going forward. KOIMA was also honored to have Her Excellency Maria Castillo Fernandez, the EU Ambassador to Korea, as the first lecturer of the IGF 2022 business lecture series. The lecture schedule for the IGF 2022 is as follows.

Date	Time	Topic
June 23 rd	14:00 - 14:40	EU DUE Diligence Governance
	15:00 – 15:50	Trade Policy & Import Database
	16:00 – 16:40	Quarantine, Tariff, Customs Clearance
June 24 th	11:00 – 11:40	Management Foreign Exchange Risk for SMEs
	14:00 – 14:40	Dealing with Fraud in Alibaba





■ Closing

As the Secretariat prepared for the event, we learned that many businesses and Embassies that were not present at the IGF 2022 were also very akin to taking part in next year's Import Goods Fair. We also learned that despite many challenges were in the way during the preparation of this event, we figured many exhibitors still wanted to come back next year in the hopes of meeting more partners, potential consumers, and affiliates from the Embassies who are poised to give hand for companies in search for information and assistance.

KOIMA is no exception. KOIMA, backed with generous sponsorship from the Ministry of Trade, Industry, and Energy, has proudly hosted total of 19 annual Import Goods Fair to date. KOIMA also plans to make next year's IGF fruitful. We call for your interest, support, and commitment to making this event no merely a museum of commodities but a marketplace for mutual benefit. We reiterate that the IGF 2023 is scheduled to take place **from June 29th 2023 to July 1st 2023 a.t COEX, Hall C1 & C2**. Please mark your calendar and see you there.



SEE YOU AGAIN

YOUR SEAT AWAITS HERE

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