

[www.MADEX.co.kr](http://www.MADEX.co.kr)

# MADEX

# 2017

International  
Maritime Defense  
Industry Exhibition



October 24(Tue) ~ 27(Fri)  
BEXCO, Busan, Korea

Hosted by\_



BUSAN  
METROPOLITAN CITY



KITA



# Why MADEX 2017 (New Title of Naval & Defence)

## Major Exhibition in the Asia-Pacific Region

Researchers forecast Asia Pacific Region set to become the world's largest naval market over the next 20 year. The countries across the Asia Pacific are expected to spend more than US\$175B on new ships and equipment through 2030. MADEX 2017 will be the best place to showcase naval equipment and technologies to the most promising market.

## REPUBLIC OF KOREA NAVY & Korean Governmental Organizations

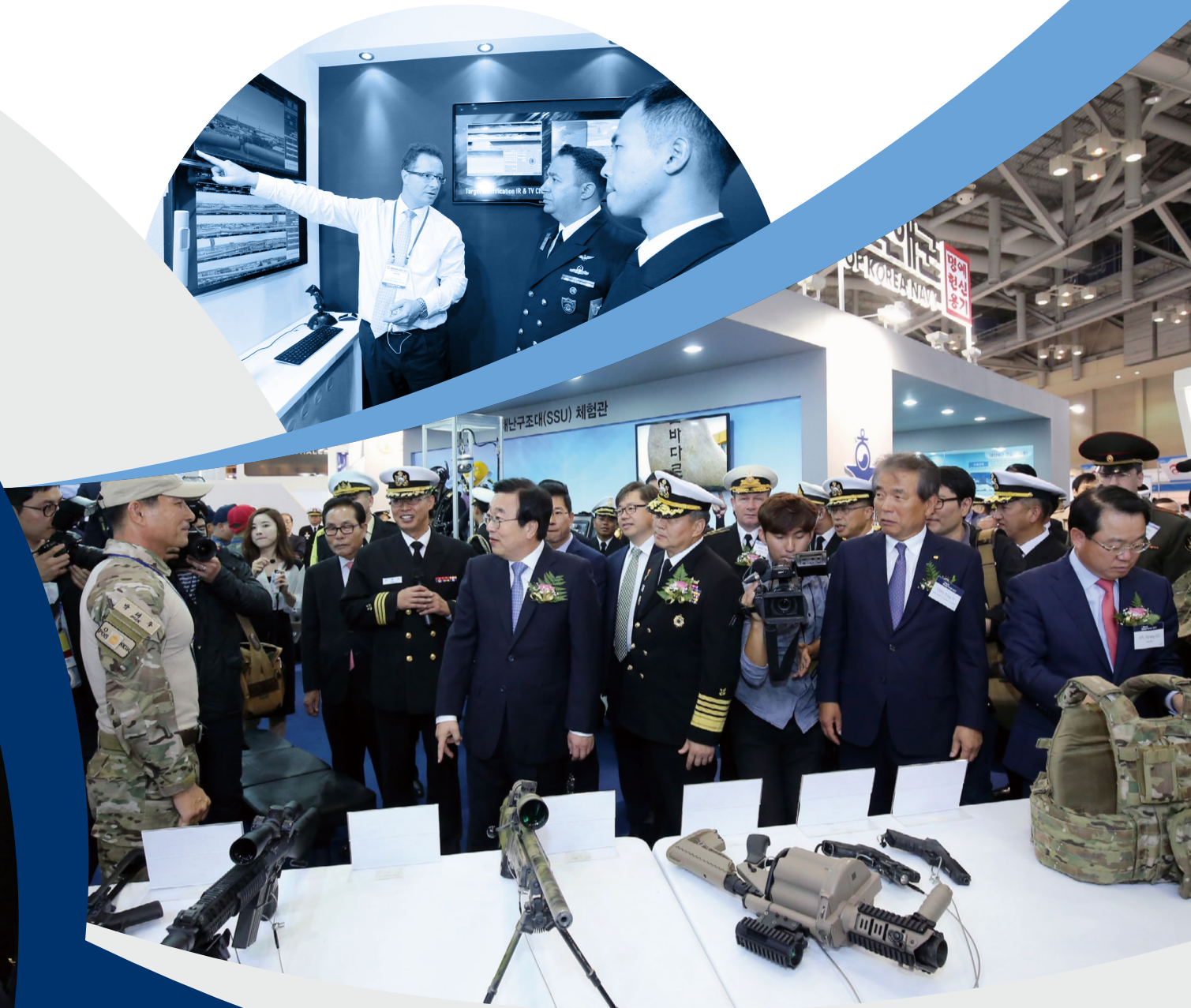
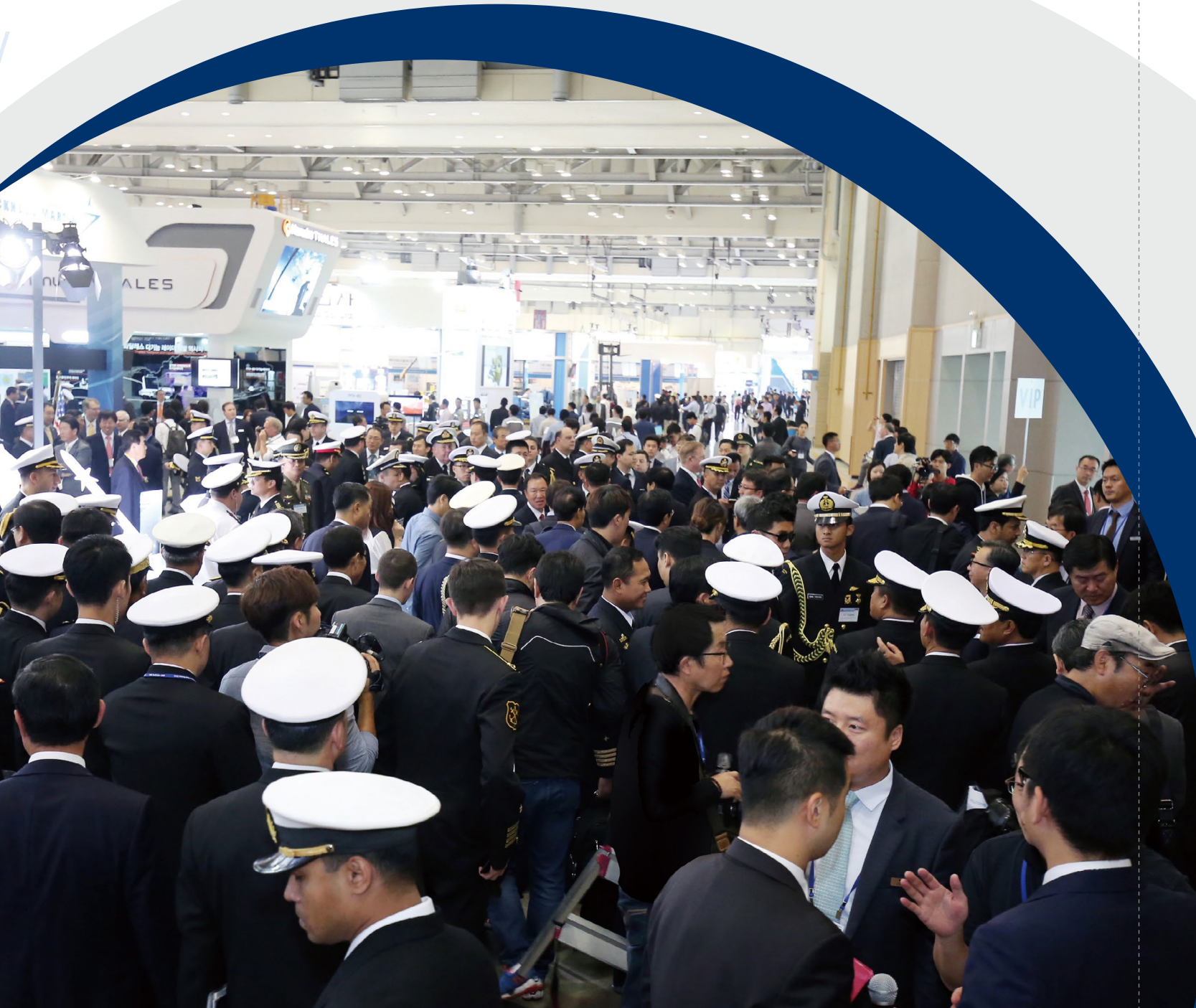
It is co-hosted by Republic of Korea Navy, Busan Metropolitan City, and Korea International Trade Association, and supported by Ministry of National Defense, Defense Acquisition Program Administration, Agency for Defense Development. Organized and supported by Korean Governmental Organizations, MADEX 2017 is one of the most trustworthy naval defense exhibitions.

## Latest Information on Naval Defense Industry

From 25 countries, 200 major companies of naval defense industry will participate in the exhibition, where you can see latest products and technologies of naval defense industry. MADEX 2017 Management Office will provide naval ship technology seminar, weapon systems seminar and exhibitors seminar to meet your needs of latest information.

## Navy Delegations of the World

We invite Navy Admirals and related persons from major export destinations of defense industry to MADEX 2017. On-board Reception, Welcoming Luncheon, and Business Meeting Event will be the best place for you to start networking with Navy Delegations.





# Show Report (Naval & Defence 2015)

## Key Figures

- **175** Exhibitors from **22** Countries
- **13,254** sqm Exhibition Area
- **69** Navy Delegations from **25** Countries
- **9,588** Professional Visitors

## Major Exhibitors



## Navy Delegations



1:1 Business Meeting with Overseas Navy Delegations



On-board Reception



Welcoming Luncheon

- **69** Navy Delegations from **25** Countries (Naval & Defence 2015)





# Exhibits Profile

- Naval Ships, Maritime Defense Systems & Equipment
- Marine Equipment, Research Vessels & Special-Purpose Ships
- Marine Defense Industry Products
- Engines & Navigation Systems
- Shipyards, Shipbuilding Equipment
- Marine Security Systems & Equipment
- Military Supplies
- Marine Safety Equipment
- Communication Systems & Equipment
- Marine Rescue and Search Equipment
- Naval Aviation
- GPS, GIS & IT
- Land Defense, Training System

## Special Exhibits (expected)

### Marine Safety Pavilion

Marine Security/ Marine Safety/ Marine Pollution Prevention/ All-Source Situation System

# Visitor Profile

Ministry of Defense & Governmental Organizations, Navy, Coast Guards, Defense Systems, Shipyards, Maritime Communications, Safety & Security, Navigation & Survey Systems, etc.

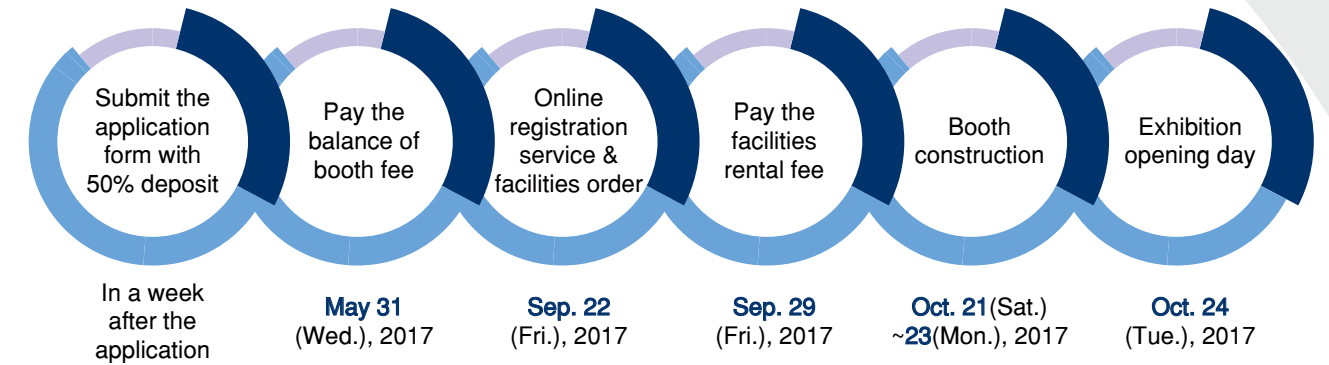
# Seminar & Events

- 1:1 Business Meeting with Overseas Navy Delegations
- Naval Ship Technology & Weapon Systems Seminar
- On-board Reception
- Open-ship to Public
- Performance of ROKN Band & Guard of Honor



# How to Participate

## Participation Process



## Booth Cost

Classification	Price	Remarks
Raw Space	USD 380 / m <sup>2</sup>	Minimum 18m <sup>2</sup>
Shell Scheme Package	USD 460 / m <sup>2</sup>	Minimum 9m <sup>2</sup>

- Basic Unit : 3m(W) X 3m(H) / (9m<sup>2</sup> / 1Booth)
- Shell Scheme Package Including Back & Side Walls, Needle Punch Carpet, Spotlight(2), 220v/1p Electrical Outlet(under 1kW), Information Desk(1), Folding Chair(1), Waste Basket(1)

## Booth Application Deadline

April 28(Fri.), 2017 (The deadline may be earlier if all booths run out)

## Discount Information

### 1. 3rd Straight Appearance Discount

The Organizer provides the 3rd straight appearance discount (USD 100/ 1 Booth) for a company who participated both in 2013 show and 2015 show, and applies to participate in MADEX 2017.

\*All discounts are figured only for the space, not applicable for the construction charge.

### 2. Early Bird Discount

The Organizer provides the 2017 show early bird discount (USD 200/ 1 Booth) for a company who applies to participate in MADEX 2017 by February 29, 2016.

\*All discounts are figured only for the space, not applicable for the construction charge.

\*Exhibitors are allowed to get both 3rd Straight Appearance Discount and Early Bird Discount.

## Payment Information

- Remittance Bank: Korea Exchange Bank
- Account Number: 181-JSD-100164
- Attn : Kyungyon Exhibition Corp.
- Bank Swift Code: KOEXKRSE
- Bank Address: CCMM Bldg., 101, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul, Korea





# MADEX Exhibitor Benefits

1

## **1:1 Business Meeting Opportunity with Navy Delegations of the World.**

To maximize the effect of exhibitors' booth participation, we invite Navy Delegations of the world to provide 1:1 business consulting opportunities.

2

## **On-board Reception**

On-board reception will be the best place for exhibitors to start networking with Navy Delegations.

3

## **Complimentary Invitation Cards**

To help you promote yourself directly to buyers, MADEX 2017 Management Office provides Complimentary Invitation Cards which allow admitting for free as you request. Invitation you requested will be mailed to you for free.

4

## **Web Directory & Website Link Service**

Company name and product details will be listed on official website, [www.madex.co.kr](http://www.madex.co.kr), which has high access from industry executives worldwide. Only exhibitors have their company website link service.

5

## **Technical Seminar**

Seminar venue and additional services will be provided for the exhibitors to host seminars on a low budget.

6

## **Newsletter Service**

E-mail newsletter with exhibition information, exhibitor information and news of defense industry will be sent out.

7

## **Buyer's Guide and Directory**

Buyer's guide and exhibition directory of exhibition introduction and exhibitor information will be distributed to visitors and exhibitors.

8

## **Sponsorship Program**

For the successful advertising of exhibitors, we provide sponsorship program.

## **MADEX 2017 Secretariat**

**Kyungyon Exhibition Corp.**

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