



Dear Sir / Madam,

The European Union Chamber of Commerce in Korea (EUCCK) gladly invites you to the 9th edition of Import Goods Fair 2011 (IGF 2011) organized by the **Korea Importers Association (KOIMA)**, sponsored by the Ministry of Knowledge Economy, Ministry of Foreign Affairs and Trade, Seoul Metropolitan Government, Korea International Trade Association, and Foreign Embassies in Korea.

Over 150 companies from 34 countries participated in last year's Import Goods Fair. More than 12,000 visitors attended this trade fair, which represents the only international fair in Korea focusing on matchmaking between foreign producers and local importers / distributors (one third of last year's visitors were *local buyers*). The IGF has been successfully held since 2003 and acts as the most important window for foreign companies to access the Korean market.

IGF 2011 is intended to help foreign manufacturers and suppliers by providing an opportunity to introduce and advertise their famous brand and quality products to Korean importers and consumers. This is the great opportunity for you to find the best business partners in Korea.

Please review hereafter the additional benefits involving pre-arranged matchmaking meetings and much more.

We look forward to seeing you at Import Goods Fair 2011!

Jean-Jacques Grauhar
EUCCK Secretary General

**For more information
please contact:**

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Fax: +33-1-80-88-99-19
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Why IGF?

– The Gateway to the Korean Market

Only Import-Focused Fair in Korea

IGF is the only Key Trade Fair for Korean Importers

Only Import Goods Fair in Korea with established reputation

Fair Organized by Korea Importers Association

Korea Importers Association is the Representative of the Korean Importers and Distributors with Korean Government support

<http://www.import.or.kr/>

B2B Platform

IGF Provides business connection for companies

More than 12,000 potential business partners visiting the show each year

The Widest range of choice for Companies and Customers

Displaying foreign quality products

Research recent trends and expand your business with local importers / distributors agents

Your Benefits when Applying to IGF 2011



Exclusive Booth Price



2 Days Accommodation Free during the Exhibition Period



Pre-Arranged Business Matchmaking with Potential Partners

Best Exhibition

Best Benefits

**Success In
the Korean Market**

Import Goods Fair 2011

Exhibition Profile

Period	June 09 ~ 11, 2011
Venue	Pacific Hall, COEX, Seoul, Korea
Scale	5,184m ² / 240 booths

Organizer



Sponsors



THE EUROPEAN UNION
CHAMBER OF COMMERCE IN KOREA



Exhibitors

Foreign Companies, Korean Importers

National Trade Promotion Agencies

Exhibits

European Pavilion

European Participants Get Exclusive Access To Prime Location Of Booth Inside The European Pavilion

Food & Beverages

Processed Foods, Beverages, Wine & Spirits, Confectionery & Candy, etc.

Children's Items

Toys, Room Decoration, Clothes & Shoes, Foodstuffs, Baby strollers & Carriers, etc.

Home Decorative Items

Furniture & Furnishings, Kitchen & Tableware, Linens, Bathroom textiles, Bedding articles, Lighting fittings, Antiques, Carpets, Wall hangings, Gift & Crafts, etc.

Bathroom Supplies

Toiletries, Bathroom & Accessories, Air Fresheners, Soaps, etc.

DIY Items

DIY flooring, DIY furniture, DIY kitchens, DIY sets, etc.

Jewelry & Accessories

Costume & Fashion Jewelry, Clocks & Watches, Eyewear, Bags

Sports & Leisure Items

Outdoor Equipment, Sports Shoes, Other Sports Items & Equipment

Electric & Electronics Appliances

Personal Appliances, Kitchen Appliances & Other Appliances

Daily Necessities

Men & Women's Clothes, Shoes, Gift Items, Cosmetics & Beauty-Care Products, Stationery & Office supplies

Trade & Travel Services

Trade Promotion Agencies, Logistics, Travel agencies

Import Goods Fair 2010

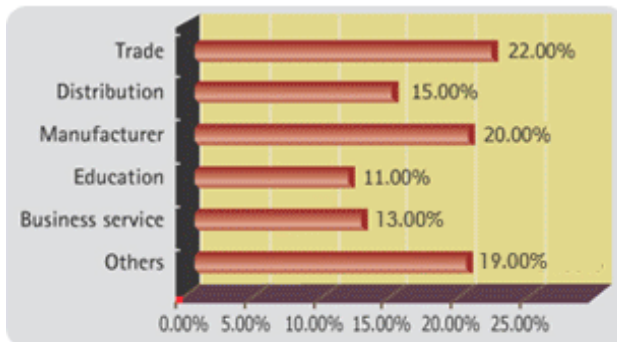
June 10 ~ 12, 2010

- The Results -

Participated Countries	34 Countries (Domestic: 41 companies / Overseas: 110 companies)
Participated Companies	151 Companies (Domestic: 74 Booths / Overseas: 117 Booths)
Total Booths	162 Booths
Participated Embassies	20 Embassies
Total Visitors	12,097 People (Buyers: 4,206 / General: 7,891)

Visitors statistics of IMPORT GOODS FAIR 2010

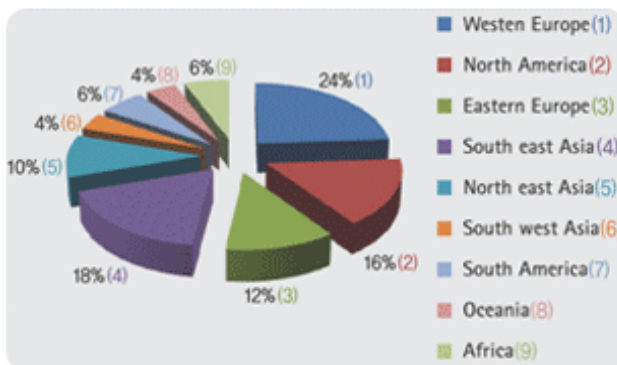
<Classification of Industry>



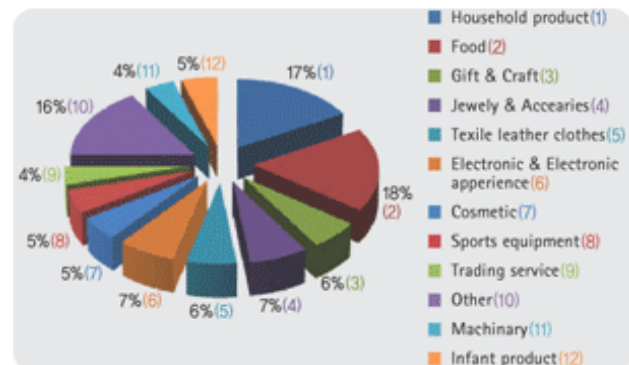
<Interesting Area>



<Purpose of Visit>



<Interesting Business Field>



1. COMPANY INFORMATION

Please type or fill in carefully, as the information supplied in this form will be used in the official directory and booth fascia board

Company Name							
President				Person in Charge			
Address							
Phone				FAX			
URL				E-Mail			
Participation Experience	<input type="checkbox"/> First Time	<input type="radio"/> 2010	<input type="radio"/> 2009	<input type="radio"/> 2008	<input type="radio"/> 2007	<input type="radio"/> 2006	<input type="radio"/> 2005
Exhibits	<input type="checkbox"/> Food and Beverage <input type="checkbox"/> DIY Items <input type="checkbox"/> Electric & Electronic Appliance		<input type="checkbox"/> Children's Items <input type="checkbox"/> Daily Necessities <input type="checkbox"/> Home Decoration Items		<input type="checkbox"/> Trade & Travel Service <input type="checkbox"/> Bathroom Supplies <input type="checkbox"/> Jewellery & Accessories		
Detailed Description							

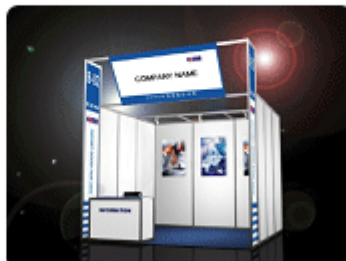
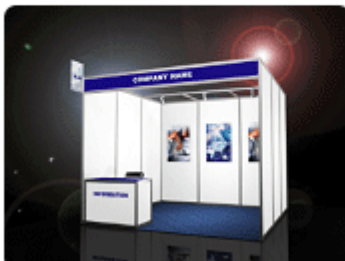
2. Booth Space

Below rates are applicable only to exhibitors registering with EACA and EUCCK

Classification	Regular rates € / booth (9m ²)	Number of booth	Booth Fee
<input type="checkbox"/> Standard Booth	A <input type="checkbox"/> 1130.00 €	() Booth(s)	EUR €
	B <input type="checkbox"/> 1200.00 €	() Booth(s)	EUR €
	C <input type="checkbox"/> 1275.00 €	() Booth(s)	EUR €
<input type="checkbox"/> Raw Space	€ 670.00	() Booth(s)	EUR €



Booth type (A type, B type, C type in order)



Standard Booth

Basic Contents(per booth)

- Partitions between exhibitorst
- Company Sign Board in Korean
- 1 Information Desk (1 per Company)
- Interior floor Py-tex
- Company Sign Board in English
- 1 Folding Chair (1 per Company)
- Spotlight, 100W

3. Utilities

Electricity	8 hours 10:00-18:00 220 v single / three-phase 380 v three-phase	USD 50 / kW	Water supply & Drainage	Installation & Usage charge	USD 150 / site
	24 hours 220 v single-phase	USD 60 / kW			
Telephone	Domestic calls	USD 50 / set	Internet line	Installation & Usage charge	USD 120/ port
	International calls	USD 150 / set			

4. Advertisement

If you wish to advertise in the Official Directory of IGF 2011

<input type="checkbox"/> Back Cover US \$800	<input type="checkbox"/> Facing & Inside Front Cover US \$500	<input type="checkbox"/> Facing & Inside Back Cover US \$500
<input type="checkbox"/> Inside profile US \$ 100 (Product picture and company logo is printed inside directory book and fascia board)		

5. Business matchmaking service

Yes, I am interested in having business meetings. Upon request, our desk will contact you for further details

6. Accommodation

2 nights (twin room) are offered to each exhibiting company applying to IGF through EACA / EUCCK - This includes breakfast for each exhibitor.

Additional nights double room x 100 USD

Total amount (Booth +Utilities + Advertisement): EUR € _____ + USD \$ _____

We agree to the "Terms and conditions for participation" and confirm that all the above information provided by us is true and correct. The organiser, Korea Importers Association, will not be responsible for late payments.

Name & Signature :

Date :

Payment schedule :

-1st payment: 50% of the participation fee should be paid within 7 days of registration.

-2nd payment: the remainder (50% + Utility service charge) should be paid not later than 20 May 2011.

BANK DETAILS

FORTIS BANK SA / AG SCHUMAN, Belgium
IBAN: BE56 0014 3653 0388
Bank Swift code : GE BA BE BB
Beneficiary: Europe Asia Cooperation Agency (EACA)

Kindly email or fax your signed application with a copy of bank transaction receipt to:

EU-ASIA Cooperation Agency (EACA)
Tel: +33(0)1-80-88-99-18 Fax: +33(0)1-80-88-99-19
E-mail: eaca@eaca.asia

**Low-budget marketing opportunity
in the European Pavilion**

Would you like to get maximum exposure at Import Goods Fair 2011 at minimum cost?
You do not have any available staff to dispatch to the Forum? You do not have time to participate?

Then don't miss out on this unique and cost-effective offer!

The EUCCK offers European companies the opportunity to display their products, brochures, business cards & posters in the European Pavilion at a low cost.

What you will have to do :

Send to the EUCCK Pavilion your exhibits, brochures, business cards, one poster or banner to be displayed in your allocated booth.

Yes, we would like to use this service provided by the EUCCK.

Manpower 100 € / day	_____ €
Booth rate (9m ²). Please fill with appropriate amount (2).	_____ €

What we will have to do:

1. Reception of promotion materials and samples
2. Booth setting up (9m²)
3. Booth holding (full time / Korean & English speaking)
4. Booth dismantling
5. Reporting (list of visitors on excel file)

Please send us the application form for the low budget marketing service.

Name: _____

Company: _____

Tel: _____ Fax: _____

Email: _____

Url: _____

Name & Signature :

Date :

To be returned to EACA

by fax +33-1-80 88 99 19 or by email eaca@eaca.asia