

November 22 , 2023

Korea Import Fair 2024

Dear Sir/Madam,

We KOIMA work and stand on behalf of Korea's import business, and every year we organize and host an annual exhibition and convention, the '**Korea Import Fair (KIF)**'. The exhibition is designed to introduce foreign-made products to Korean buyers and KOIMA member companies.

I am delighted to inform you that we have scheduled the exhibition for next year in July 2024. As we have hosted more than a decade now, next year's exhibition marks its 21st show, which is sponsored by the government, the Ministry of Trade, Industry, and Energy of Korea (MOTIE). The KIF exhibition confidently calls extreme attention from both public visitors and Korean importers as it is the one and only exhibition to introduce imported products by organizing seminars and B2B meetings.

I respectfully request the embassy to **promote our exhibition toward your country's exporters and related associations**. This will greatly facilitate companies' participation in the fair. I do hope your space shall be a part of the event for a new entry to Korea, using all the benefits offered at the "Korea Import Fair". The KIF 2024 will help add new opportunities for your country's exporters to enter the Korean market successfully.

Dates: July 4 (Thu) ~ July 6 (Sat), 2024

Place: COEX Hall B, Seoul, Korea

If **applications are made within this year, booth fees are at a 40% discount**. I kindly ask for your keen interest and participation. Please find the attached report from this year's exhibition and the brochure for next year's exhibition for reference.

I would be most grateful and honored if you could accept our invitation with favorable consideration.

For applications and questions,

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KIM Byung-Kwan
Chairman & CEO
Korea Importers Association



Attachment: Brochure, Application Form, Concept Paper