



Korea MICE Association

Korea MICE Association

Introduction

The platform for converged industries in Korea, MICE!
Together with Korea MICE Association!



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Korea MICE Association

Introduction

1 KMA Introduction

1 KMA Introduction

Who we are

Korea MICE Association(KMA) has been an **affiliated association of the Ministry of Culture, Sports and Tourism** since 2003.

KMA represents the MICE industry in Korea and has **approximately 260 members** who conduct MICE business both domestically and internationally.



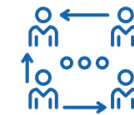
Education



National
Competency
Standards



Advocacy



Networking &
Public Relations



Global
Cooperation



1 KMA Introduction

Who we do



Representing the interests and addressing the difficulties of the industry

- Attending a meeting presided over by the government and tourism-related associations
- Implementing various committee and policy opinion activities



Implementing projects to support the industry

- Providing copyright-free MICE industry intellectual property contents
- Operating the MICE concierge desk located at Incheon Airport
- Execution of various government subsidy programs
- Providing financial supports and educational programs for the digital transformation of the MICE industry

MICE 고딕 Bold
MICE 고딕 Regular
MICE 명조



1 KMA Introduction

Who we do



Providing education and consulting

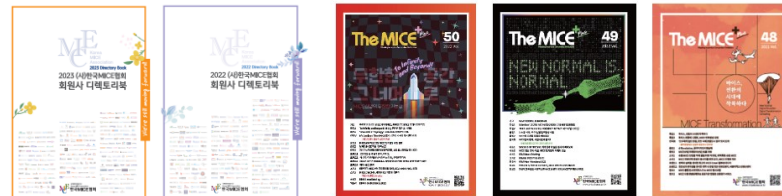
- Conducting targeted and level-based MICE education programs
- Operating an online MICE education platform and developing lectures
- Consulting related to the establishment of convention centers in regions
- Consulting for the activation of regional tourism and the MICE industry
- NCS* development and improvement in MICE field

*NCS stands for National Competency Standards, which are a set of standardized skills, knowledge, and attitudes required for professionals to perform their job duties in the industry.



Providing networking opportunities and sharing information

- Publishing member company directory book and MICE industry journal "The MICE"
- Operating various SNS and promotion channels
- Execution of various government subsidy programs
- Interacting with domestic and overseas MICE-related associations and organizations
- Organizing the largest event of MICE industry, 'KOREA MICE EXPO'



1 KMA Introduction

What can we do for you

- Provide updates on the latest local situation
- Assist in finding the best local partner in Korea
- Introduce a direct contact person in each MICE sector
- Establish partnerships with organizations or companies for education or networking programs



Korea MICE Association

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2 KMA's Partners

2 KMA's Partners

KMA Member Categories

KMA is collaborating with a diverse range of over **260 member companies** from both **the public and private sectors** to advance the MICE industry.

[Public sector]

- Local Government
- DMO / CVB
- Convention Center

[Private sector]

- PCO / PEO
- MICE Service Provider
- Travel Agency
- Hotels & Resorts / Unique Venue
- Association / Institution / Foundation / University
- Media



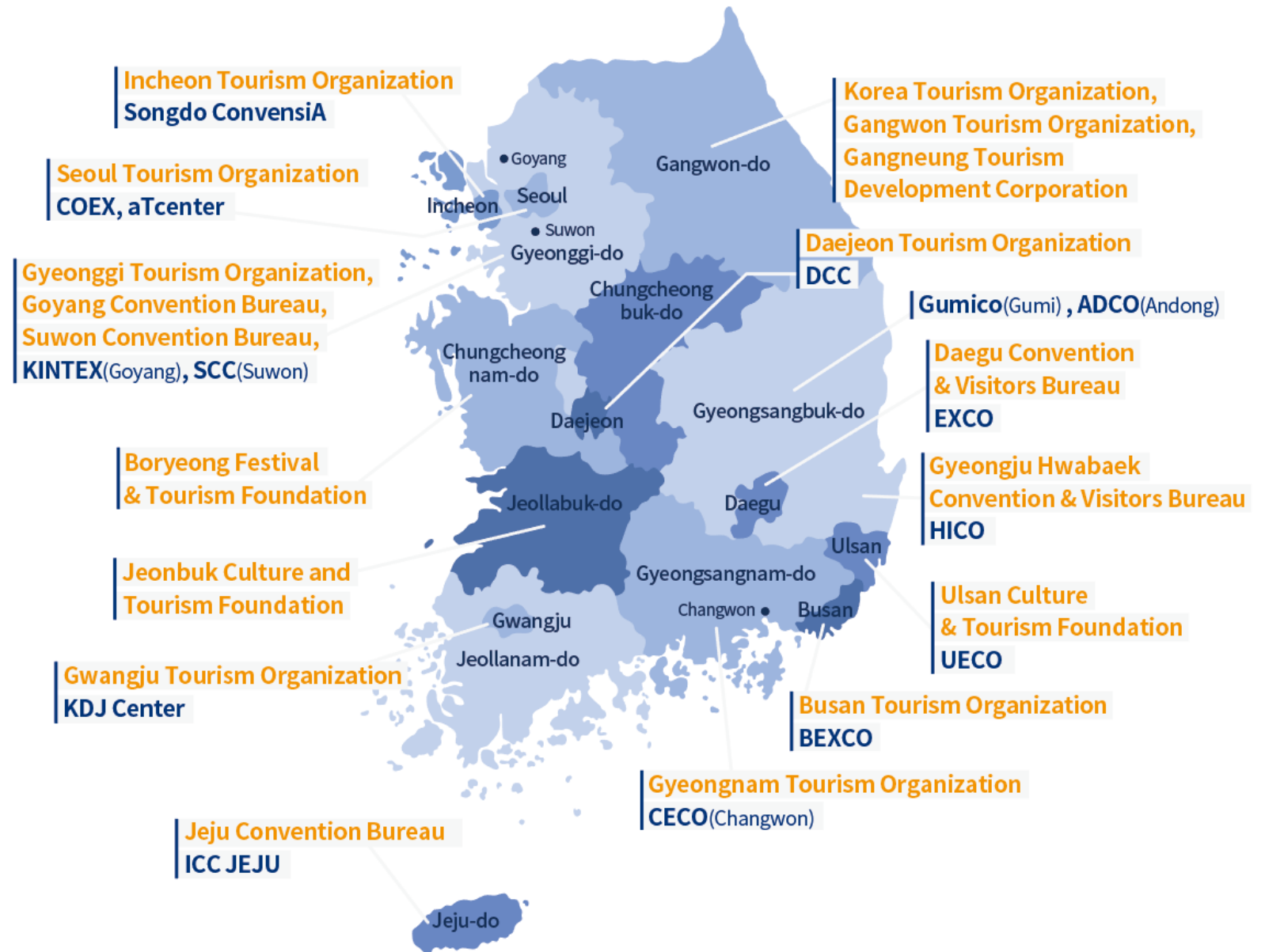
2 KMA's Partners

KMA Member status

[The status of nationwide
DMO/CVB/Convention
Center members]

*Name of DMO/CVB

*Name of Convention Center



2 KMA's Partners

International Cooperation with KMA

[Associations with MOU signed]

- **JCMA**(Japan Convention Management Association, 2013)
 - Cooperation related to internships for association member companies
- **SACEOS**(Singapore Association of Convention & Exhibition Organizer & Supplier, 2014)
 - Conducting SMF promotion partnership
- **CMC**(China MICE Committee, 2015)
- **GVB**(Guam Visitors Bureau, 2016)
- **TICA**(Thailand Incentive and Convention Association, 2016)
 - Cooperation related to internships for association member companies
- **TAITRA**(Taiwan Extend Trade Development Council, 2018)
- **MACEOS**(Malaysian Association of Convention and Exhibition Organizers and Suppliers, 2018)
- **PCMA**(Professional Convention Management Association, 2020)
 - Supporting PCMA education for industry professionals
- **ICCA**(International Congress and Convention Association, 2022)
 - Inviting overseas buyers to KME, collaborating on KME sessions

2 KMA's Partners

International Cooperation with KMA

[Industry Partners]

- **TTG Events** (Singapore) *Host of IT&CM
- **Reed Exhibitions** (UK) *Host of IBTM series
- **Messe Berlin Singapore** *Organizer of ITB Asia

[Collaborating Organizations]

- *Participating in events and providing education support
- **SITE**(Society for Incentive Travel Excellence)
 - *Collaborating on incentive education
- **MPI**(Meeting Professional International)
 - *Host of MPI World Education Congress
- **ASAE**(American Society of Association Executives)
 - *Host of ASAE Annual Meeting & Exposition



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3 KOREA MICE EXPO

3 KOREA MICE EXPO

KOREA MICE EXPO The biggest international MICE event in Korea

KOREA MICE EXPO is an exhibition aimed at **revitalizing the MICE industry** and **facilitating connections** between different fields in Korea over the past two decades.

This event offers an excellent opportunity to network with key players in the industry, discover the latest trends and innovations, and gain valuable insights into the future of the MICE industry.



3 KOREA MICE EXPO

KOREA MICE EXPO The biggest international MICE event in Korea

[Overview]

- **Title** KOREA MICE EXPO 2024 (KME2024)
- **Date** 6(Wed)~8(Fri), November, 2024
- **Venue** Songdo ConvensiA, Incheon
- **Host** Ministry of Culture, Sports and Tourism
- **Organizer** Korea MICE Association, Incheon Tourism Organization
- **Sponsor** Incheon Metropolitan City, Korea Tourism Organization
- **Key programs**
 - Welcome Reception, KMA Night
 - Exhibition Booths: Promotion of various corporate services, products, regions, venues, and countries.
 - Business Meetings: One-on-one meetings between buyers and sellers
 - Conferences and Presentation: [General Sessions] MICE industry policies and trends in Korea and abroad, [Special Sessions] In-depth topics on various MICE fields, [Collaboration sessions] with other organizations, Internationals, Sponsorship sessions, etc.
 - Post Tours



www.KOREAMICEEXPO.com

3 KOREA MICE EXPO

KOREA MICE EXPO Here are various ways to participate in KME

[Exhibition Booths]

- **Major exhibition categories**
 - Alliance Pavilion featuring 17 domestic RTO/CVB organizations based in Korea
 - Approximately 260 member companies of KMA
 - Unique venues, transportation options, tourist attractions(such as theme parks), and international event organizers
 - Overseas tourism bureaus, MICE associations, and NTOs from various countries.



- **How to Apply**
 - Both independent booths and standard booths are available.
 - KMA will provide guidelines and application form through the website and via email.

Booth Type	Raw Space (1Space/3mX3m)		Shell Stand (1Booth/3mX3m)	
Application Period	Early Bird(~7.31)	Standard(~8.30)	Early Bird(~7.31)	Standard(~8.30)
Booth Fee (vat included)	USD 1,500	USD 1,800	USD 1,800	USD 2,100
Supports	<ul style="list-style-type: none">- Must apply for at least 4 booths- Exhibition space provided only- Prioritize participation in related events such as presentations and business pitches.		<ul style="list-style-type: none">- Walls, lights, company signs, information desk, chairs, electricity and a power extension (220v 2 pin)- Prioritize participation in related events such as presentations and business pitches.	

3 KOREA MICE EXPO

KOREA MICE EXPO Here are various ways to participate in KME

[International Buyers]

• Major buyer categories

- Korea RTO/CVB organizations, KMA members, private companies
- Overseas tourism bureaus, MICE associations, and NTOs from various countries

• Benefits for buyers

- Free registration/Flight(economy) /Accommodation/Post Tours

• How to Apply

- Submit an application that includes references and detailed information about MICE events scheduled to be held.
- After an evaluation process, final buyers will be selected.
- KMA will provide instructions through the website and via email.

For any inquiries, please get in touch with international coordinator of KMA.

Ms. Bomi KIM / international coordinator

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www.micekorea.or.kr





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