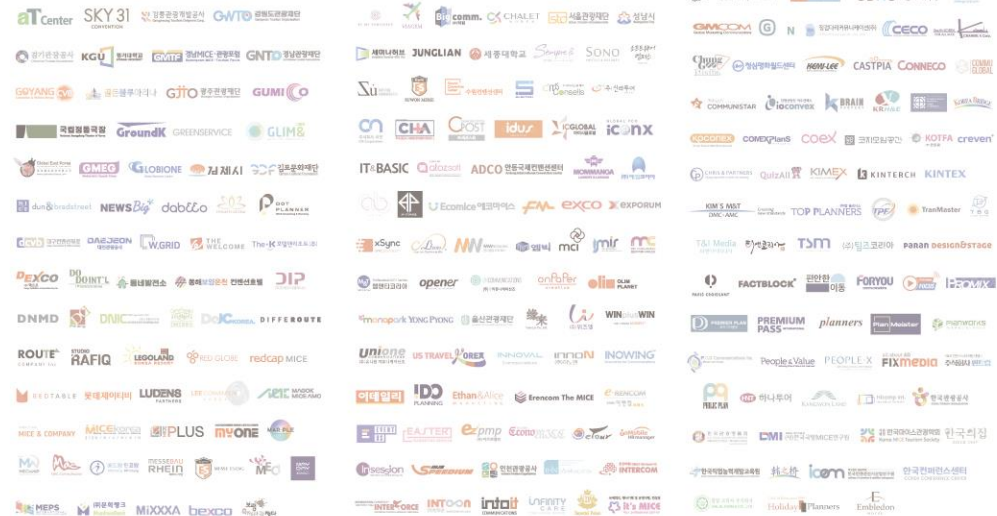


# Korea MICE Association

## Introduction



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



*Successful Business Partner!*



## Part1

# KMA Introduction

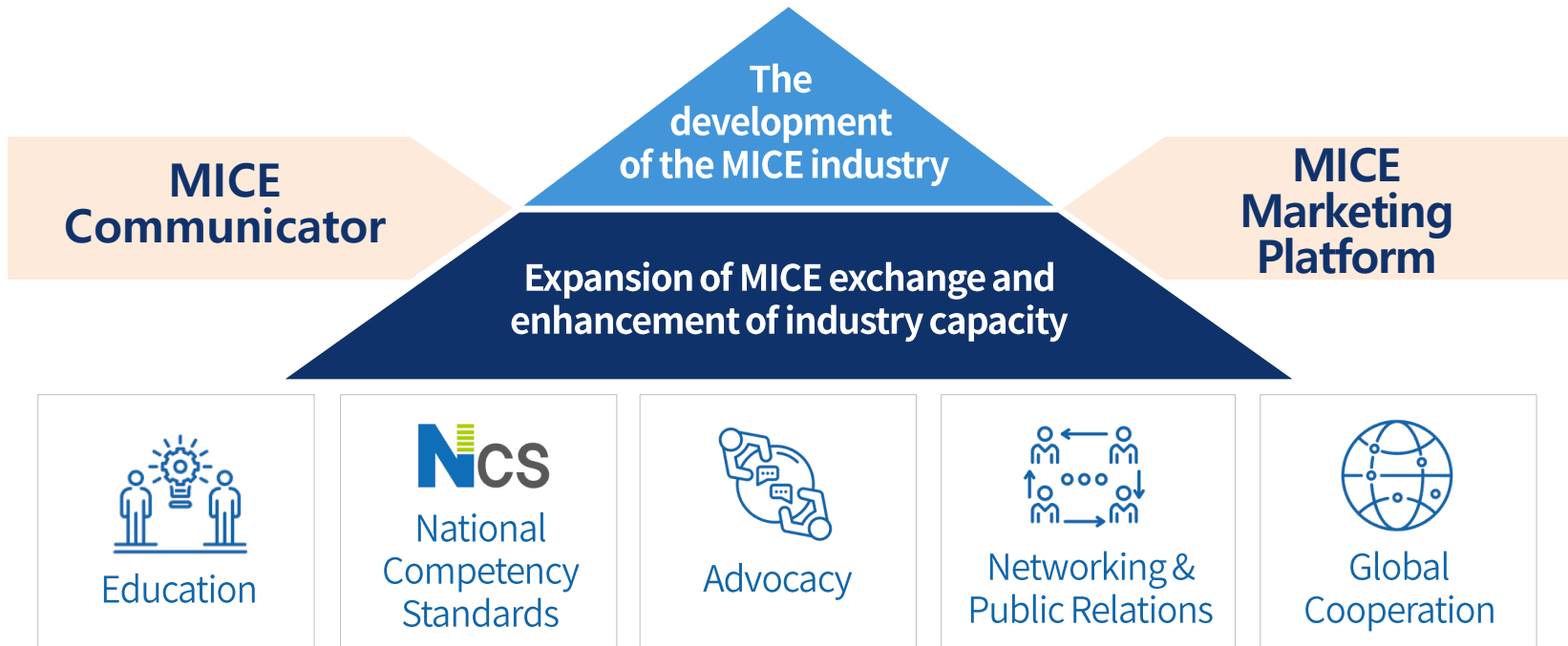
Korea MICE Association **Introduction**



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

# 1 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.



## 2 What 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



## 2 What we do .



### Providing education and consulting

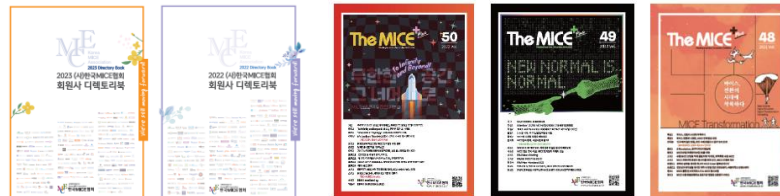
- Conducting targeted and level-based MICE education programs
- Operating an online MICE education platform and developing lectures
- Consulting related to the establishment of convention centers in regions
- Consulting for the activation of regional tourism and the MICE industry
- NCS\* development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



## 3 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



*Successful Business Partner!*



## Part2

## KMA's Partners

### Korea MICE Association Introduction



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

[illegible]

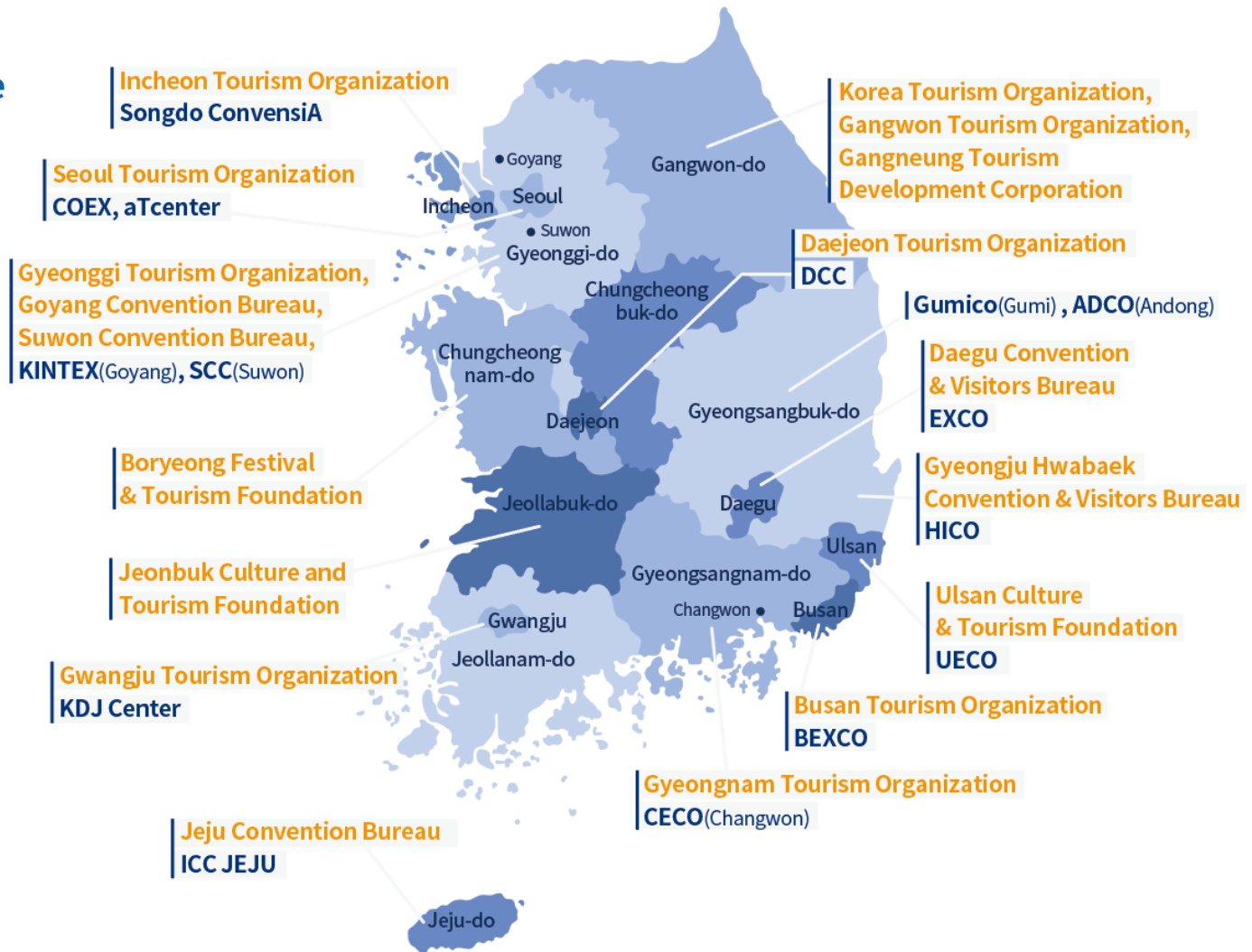


## 2 KMA Member status

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

\*Name of DMO/CVB

\*Name of Convention Center



## **3** 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

## 3 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



*Successful Business Partner!*



## Part3

## KOREA MICE EXPO

### Korea MICE Association Introduction



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



# 1 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.



# 1 KOREA MICE EXPO.

The biggest international MICE event in Korea

## [Overview]

- **Title** KOREA MICE EXPO 2023 (KME 2023)
- **Date** 11.16(Thu)~11.17(Fri), 2023
- **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
- **Participants** Approximately 3,000 domestic and international MICE industry professionals
- **Key programs**
  - Welcome Reception, Keynote Speech and Networking Dinner, Closing Ceremony
  - Exhibition Booths: Promotion of various corporate services, products, regions, venues, and countries.
  - Business Meetings: One-on-one meetings between buyers and sellers
  - Conferences and Seminars: [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, Sponsorship sessions, etc.
  - Pre/Post Tours

# 1 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.





# 1 KOREA MICE EXPO

Here are various ways to participate in KME

## [International Buyers]

### • Major exhibition 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/Pre or Post Tours
- \*It will be subject to change depending on the buyer's level(fully or partially)

### • 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.

※ The application for buyers in 2023 has been closed.

※ KME2024 will be held in **June 2024**

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

*Start planning an exceptional program  
for your group in Korea.*

**Ms. Bomi KIM** / international coordinator  
**E. [bomi@micекorea.or.kr](mailto:bomi@micекorea.or.kr) / T. +82-2-3476-8326**  
**[www.micекorea.or.kr](http://www.micекorea.or.kr)**

Successful Business Partner!

# Korea MICE Association



Korea  
MICE  
Association

Introduction



 Korea MICE Association