
**The 38th International Exhibition on
Environmental Technology & Green Energy
The Post-ENVEX2016 Report**

July 2016



KEPA

Korea Environmental Preservation Association

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〈Highlights & Focus〉

1. Major Highlights of ENVEX 2016

- **Held as the largest single-theme environmental exhibition in the country**
 - 700 booths(13,194㎡)in total, comprising 250 companies from 22 countries
 - **55,471 visitors in total, including 1,375 overseas buyers**
 - Designated as '2016 Korea's Promising Exhibition' by Ministry of Trade, Industry, and Energy(MOTIE) consecutively for 13 years(2004~2016)
- **Amounts Discussed & Amounts Contracted by Businesses**
 - In the duration of event, the discussed amounts totalled **520 billion KRW, while contracted value reached 2,06.9 billion KRW**
- **Held Business meetings and purchase meetings with power plants for the first time in ENVEX in order for exhibitors to develop new sales channels at home and abroad**
 - Business meetings: **Invited 58 international buyers and held 197 one-on-one consultations worth \$3 billion**
 - Purchase meetings: **10 superintendents in charge of power plants held 48 consultations** concerning air and water treatment
- **Opened 15 related events and diversified specialized seminars**
 - Held 11 seminars including technology conferences and seminars on environmental policies on specialized areas like environmental security, resource recycling, membrane
 - Opened a Job Fair for Environmental Industry(May 31), and pro bono legal counselling centers on environmental law

2. Focus of ENVEX2016

○ Buyer Attraction

Home	<ul style="list-style-type: none"> - Visits by 2,100 government officials, civil service members, and other related personnel through invitations distributed to 2,000 entities, including 11 metropolitan/provincial associations, regional offices and organizations on environment and water-sewerage systems. - Selected domestic buyers from companies with real purchasing power or from high ranking positions and provided them with free parking service, interpretation services, etc.
Abroad	<ul style="list-style-type: none"> - A highly selective big-buyer invitation program through 18 relevant overseas organizational networks in China, Vietnam, Indonesia etc. · Overseas Buyers' Visits: 1,375 buyers from 45 countries (previous year: 1,305 buyers) · Direct Invitees from Association: 63 from 7 countries (Accommodation & Airfare costs covered) · Invitees through notarization & invitation letters : 282 buyers from 30 countries - A tour of exhibition(138 buyers) and industry sites(49 buyers) for invitees

○ **Various Exhibitor Support Programs**

- PR support for exhibitors
 - Pre-release **and on-site English & Korean articles, video footage (56 companies covered)**
 - Exhibitor publicity through online newsletters, blogs, and industry publications
- Provided customized business opportunities such as overseas buyer invitations
 - **Business matching instances between international buyers and domestic companies : 230 cases**
 - **Issued overseas buyer invitations(89 companies), and provided free multi-language interpretation services(10 companies)**
- Business interpretation services provided to exhibitors(A total of 105 English, Chinese, and Japanese interpreters)
- An **official commendation from the Minister of Environment** and Plaque of Appreciation awarded to outstanding green companies(**6 winners**) by **President of KEPA**

○ **Public Relations (PR & Coverage : 696 instances in total)**

Home	<ul style="list-style-type: none"> - 3 TV news reports in Korea Industry Daily, Transportation News etc, 326 articles, 72 ads in dailies & industry publications, 279 online ads(Social Media · Blogs etc) - Attracted visitors by distributing invitations through smart phone exhibition applications(3 apps) and newsletters to relevant organizations - Distributed 180,000 invitations, including 8,000 corporate members of Association(contaminants preventive industry), and text message invitations - Increased attendance rate and participation rate with pre-registration event for visitors(1,000 participants)
Abroad	<ul style="list-style-type: none"> - Provided environment company info bi-monthly to 2,000 overseas buyers - Expanded MOUs with overseas organizations and opened regular environmental technology exchange fora(18 organizations in 10 countries including China's Yixing Institute of Science & Technology for Environment Preservation and Canada Globe Foundation) - Publicize ENVEX through Korea and PR pavilions in foreign exhibitions

○ **Follow-Up Measures**

- Sponsored exhibitors' showings in Korea pavilions in foreign exhibitions 2-4 times a year(around 30 companies) and reached 8 billion KRW worth exports in the last 3 years
 - ※ Shanghai and Guangzhou in China, Indonesia, Germany, etc.
- A year-round publicity for exhibitors and their products through environment industry publications issued by the Association
 - ※ Distributed every other month to 8,000 relevant organizations and companies

I Overview of Exhibition

- Title** : The 38th International Exhibition on Environmental Technology & Green Energy(ENVEX2016)
- Purpose** : Promote international environmental technology exchanges and discover overseas business opportunities for domestic companies
- Duration** : From May 31(Tue) to June 3(Fri), 4 days
- Venue** : COEX Halls A1, 2 & B (13,194m²)
- Host** : Korea Environmental Industry & Technology Institute(KEITI),
Korea Environment Corporation(KECO),
SUDOKWON Landfill Site Management Corporation(SLC),
Korea Environmental Preservation Association(KEPA)
- Organized by** : Korea Environmental Preservation Association(KEPA)
- Sponsors** : Ministry of Environment(ME), Ministry of Trade, Industry, and Energy(MOTIE), Ministry of Science, ICT and Future Planning(MSIP), Ministry of Land, Infrastructure and Transport(MOLIT), Seoul Metropolitan Government, Korea Chamber of Commerce, KOTRA, Korea Foundation of SMEs, Incheon Kyung-gi Machine Industry Cooperative, Korea Food Recycling Association, Korea Association of University Technology Transfer Management, Korea Environmental Engineers Association, European Chamber of Commerce in Korea, WOW TV
- Exhibited Items**
 - Environment Industry & Technology Field
 - Water-treatment equipments, membranes, pumps, valves, hydroextractors, air pollution measurement & reduction devices, measurement & analysis devices, waste processing & recycling, food waste processors, eco-friendly products, government policy PR
 - Green Energy Field
 - Green vehicles, bio energy, hydrogen generator, solar power equipment, energy storage system and wind-power
- Website** : www.envex.co.kr

II Achievements

1 Exhibition Space

- Gross Area : 13,194m² (Hall A 5,184m² / Hall B1 8,010m²)

2 Number of Exhibitors (By Geographical Origin)

- 700 booths, 250 businesses from 22 countries
(Domestic: 186, International: 64)

Country	Total	Water	Air	Re-cycling	Measure & Analysis	Green Products	Green Energy	Chemicals	Books on Environment	PR
Total	250	79	35	23	47	16	16	4	4	26
Korea	186	62	26	20	28	13	15	3	4	15
China	12	5	2			1		1		3
USA	10	1	3	1	5					
Germany	10	5	1	1	2					1
Japan	8	2	1		4	1				
Indonesia	4									4
Malaysia	3					1				2
UK	3	1	1		1					
Netherlands	1				1					
New Zealand	1				1					
Taiwan	1	1								
Denmark	1									1
Sweden	1				1					
Switzerland	1				1					
Spain	1	1								
Austria	1			1						
Italy	1	1								
India	1		1							
Canada	1						1			
France	1				1					
Finland	1				1					
Australia	1				1					

③ Number of Visitors

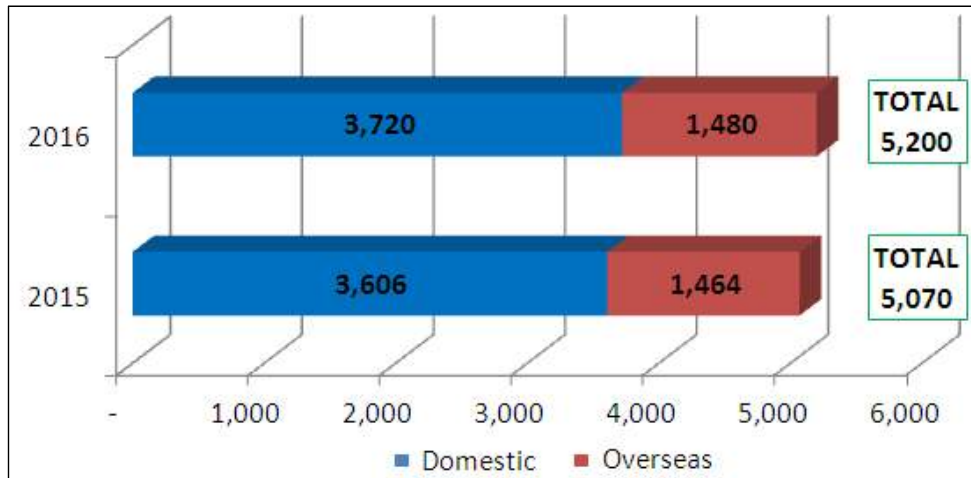
- 55,471 visitors in total (Domestic: 54,096/ International: 1,375)

④ Annual Comparison

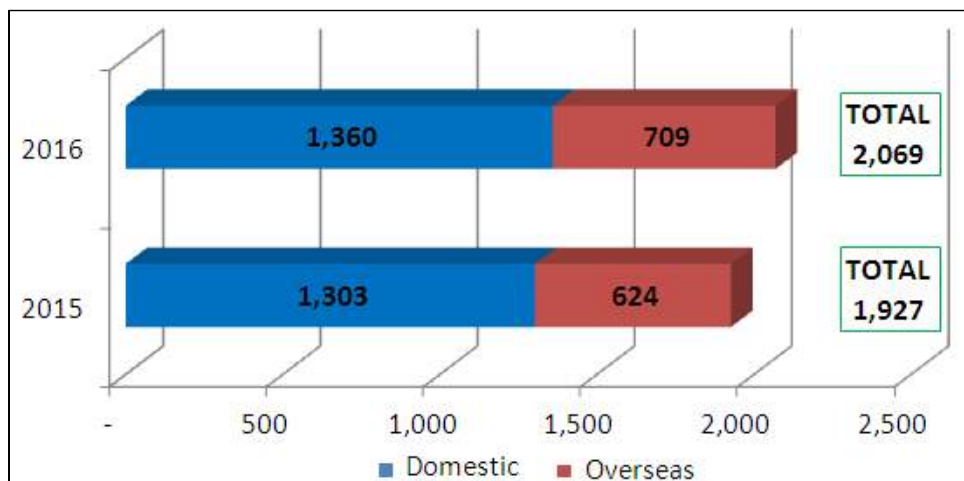
Year	No. of Countries	Exhibitors			Visitors		
		Sub Total	Home	Abroad	Sub Total	Home	Abroad
2016	22	250	186	64	55,471	54,096	1,375
2015	22	250	181	69	50,461	49,156	1,305

⑤ Amounts Discussed & Contracted

- **Amount Discussed : 520 billion KRW** (507 billion KRW for the previous year)



- **Amount Contracted : 206.9 billion KRW** (192.7 billion KRW for the previous year)

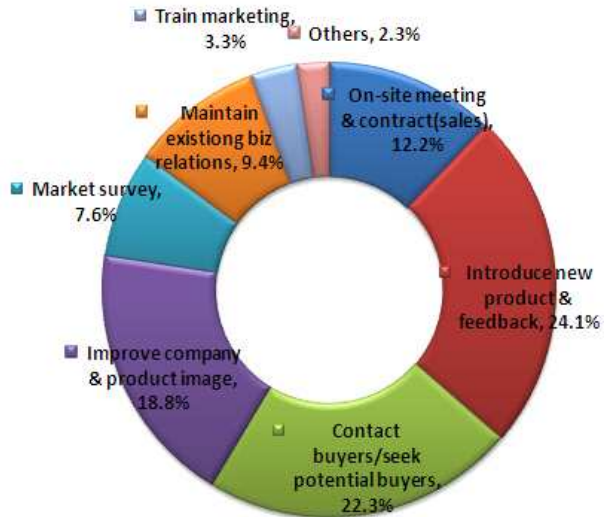


III

Statistics & Evaluation

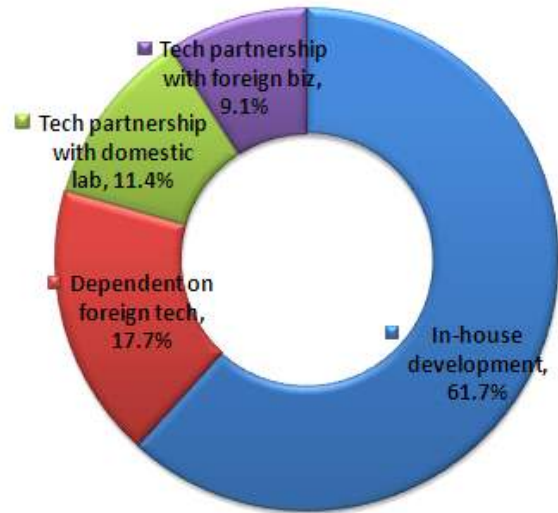
1 Exhibitor Survey

Purpose of Participating in ENVEX



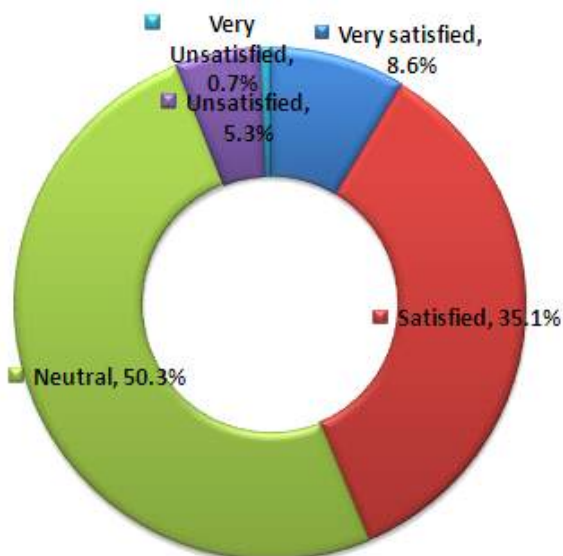
▶ Exhibitors' purposes of participation are not only to sell their products and seek out potential customers, but also to introduce new products, get feedback and improve their brand image.

Exhibitors' Technology Status



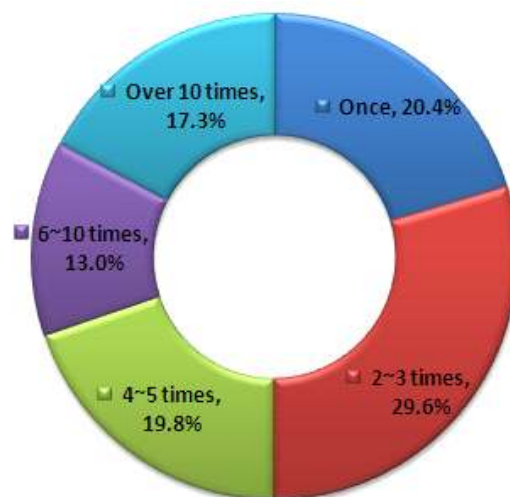
▶ Most of exhibitors' technology source derives from in-house development and partnerships with domestic research labs, showing high self-sufficiency of Korean technology

Buyer Satisfaction



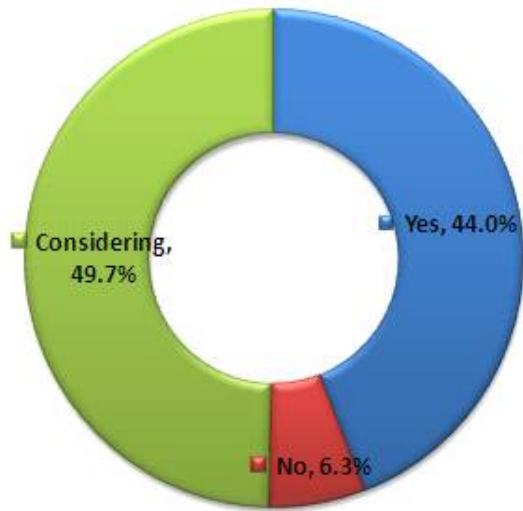
▶ 44% of exhibitors were satisfied and very satisfied with buyers, 20% higher than the previous year. This seems to be thanks to 1:1 business meeting and purchase meeting.

Frequency of Exhibitors' Participation



▶ Up to 80% of exhibitors have participated ENVEX at least twice, and 17% over ten times, showing firm credibility of ENVEX

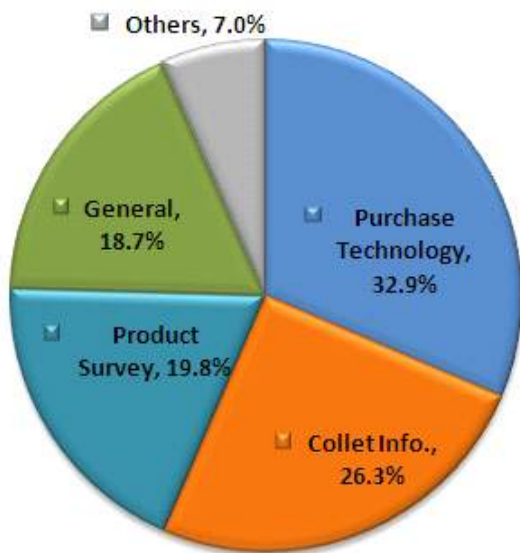
Willingness to Participate in ENVEX2017



▶ 44% expressed willingness to participate in ENVEX2017 while 49% replied they would consider, showing overall positive feedback

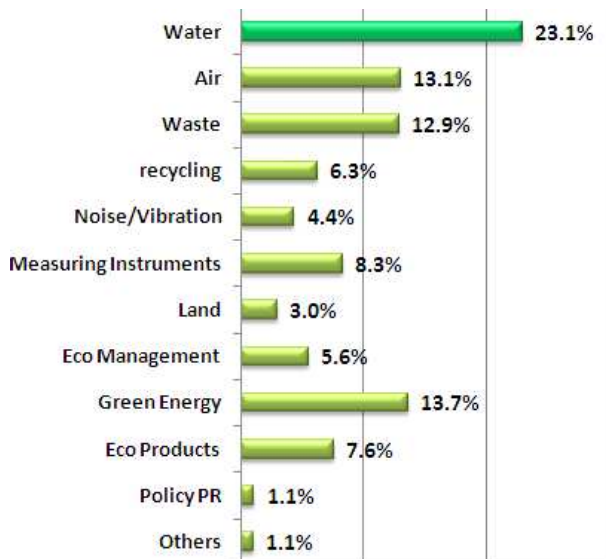
2 Visitor Survey

Purpose of Visit



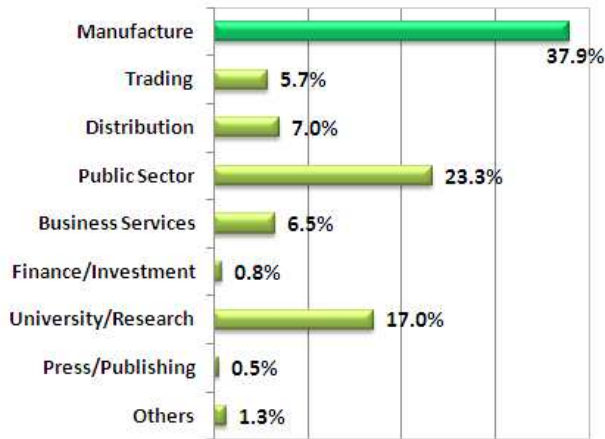
▶ The visitors' purposes of visit are mainly to collect product & technology information, purchase technologies, and survey products. In the meantime, to purchase technologies recorded 33%, which doubled since last year.

Fields of Interest



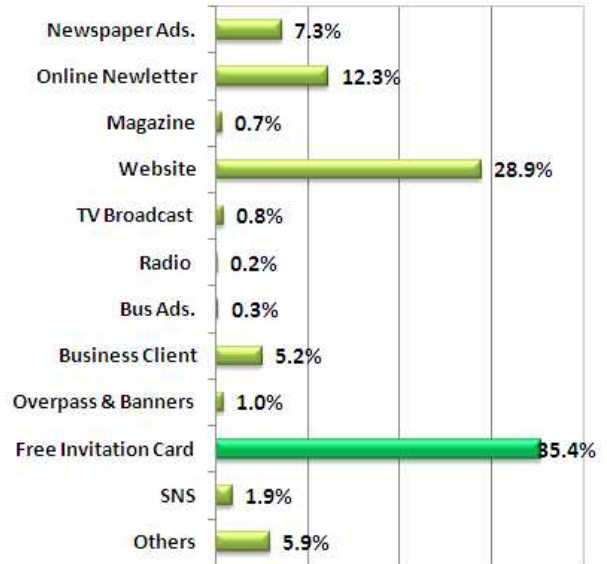
▶ 23% of buyers replied water quality as their field of interest, followed by green energy(13%), and air quality(13%). Others were more or less around 5%

Visitors' Business Type



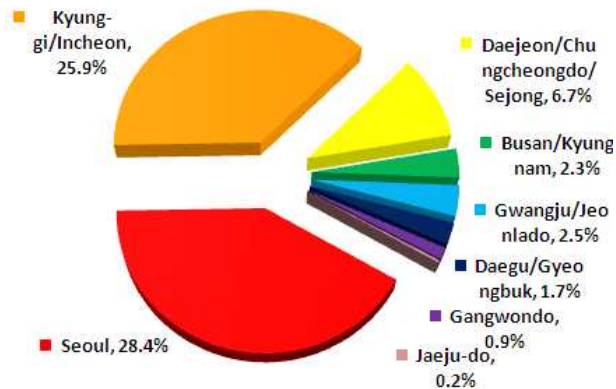
▶ A breakdown of visitors' businesses by type showed highest share of manufacturing at 37%, followed by public sector at 23%

Visitor Attraction Channels



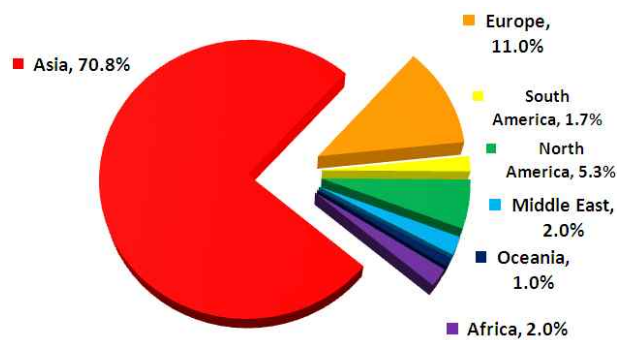
▶ A good number of visitors were attracted through free invitations, followed by websites, newsletters, and newspaper ads, proving online ads as effective.

Regional Breakdown of Domestic Visitors



▶ A regional breakdown of visitors shows high attendance from the metropolitan area, with 28% from Seoul, and 26% from Incheon/Kyung-gi area.

Regional Breakdown of Overseas Visitors



▶ Asian visitors took up 70% of all international visitors due to geographical proximity, followed by Europe(11%) and North America (5%)

3 Survey Analysis

○ Exhibitors

- For the exhibitors, the main purpose of participating in ENVEX was to find new market openings as it helps to introduce their products and receive feedback, and also to seek out potential customers. More than 50% of exhibitors said that P.R. was the first priority.
- ENVEX boasts high frequency of exhibitors' participation, as 80% of exhibitors had participated in the show at least twice and 17% more than 10 times, showing a high credibility of ENVEX
- Over 60% of technology is developed domestically, showing a high level of self-sufficiency by Korean companies
- Regarding buyer satisfaction, 44% of exhibitors said they were "satisfied" or "very satisfied", which is 20% higher than the previous year
- 62% of the exhibitors expressed their preference for 1~2 booth size for ENVEX2017, showing a promising return rate of this year's new comers for the next year.

○ Visitors

- For the visitors, the main purpose of their visit was to purchase technology and collect information. To purchase technology recorded 33%, which more than doubled the previous figures of 14%.
- Visitors showed high interest in the fields of water management, green energy and air quality.
- Those who are involved in the manufacturing sector and government officials compose the largest proportion of visitors.
- The largest number of visitors were attracted through free invitations followed by web sites and newsletters.
- A majority of domestic visitors were from the Seoul and Kyung-gi metropolitan area, while visitors from Asia outnumbered those of any other region.

IV

Domestic & Int'l Business Support Programs

◇ **Held Global Environmental Industry Partnership 1:1 Business Matching and Purchase Meeting with power plants for the first time in ENVEX in order to help domestic companies in the environmental industry find new markets at home and abroad. 194 one-on-one consultations, 48 purchase meetings were done.**

1 The 7th Korea-China Environmental Industry Conversation

- Date/Venue : May 31(Tue), 2016, 13:00~16:30 / COEX Conference Room #307
- Participants
 - China : Representative of 10 Environmental Companies in Yixing Industrial areas in China and other related personnel
 - Korea : Representative of 11 Companies giving presentations, 30 related personnel in Environmental Industry from home and abroad
- Program

Time	Content	Organization/Speaker	Country
12:30~13:00	Registration		
13:00~13:10	Opening Address		
13:10~13:25	Presentation on Environmental Policy in China	China Yixing Industrial for Environmental Science & Technology Administrative Committee / Zhu Zhixian	China
13:25~13:40	Introduction of Businesses in Yixing Industry and Possible Cooperation Areas	Representative of Chinese Companies	China
13:40~15:20	Introduction of Korean Environmental Technology	11 Companies	Korea
15:20~16:30	Participating Company Interaction and Discussion on Technical Cooperation		

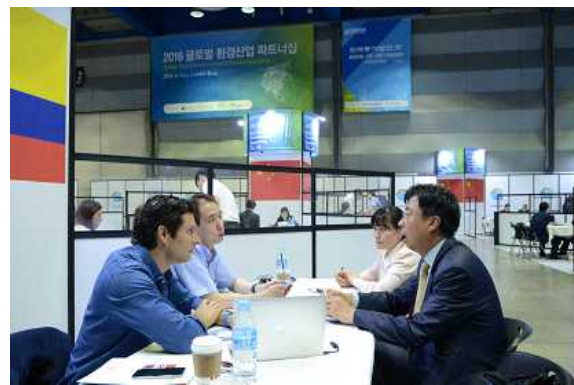
2 Global Environmental Industry Partnership 1:1 Business Matching

- Date/Venue: June 1(Wed), 2016, 10:00~17:10 / COEX Hall B
- Hosted by: Ministry of Environment / Korea Environmental Industry & Technology Institute(KEITI), Environmental Preservation Association(KEPA)
- Participants
 - Invited Buyers: 58 people from 39 organizations from 12 different countries that have placed orders for international projects
 - **Consulted Company: 73 companies** including Jeong Woo ENvironmental Technology Inc.(JWENT), Songpo Hightech Co.Ltd., CJK Alliance Co.,Ltd.
- Outcomes of consultations: **194 consultations between buyers and businesses, \$3 billion(about 3.6 trillion KRW) worth consultations**

- Arranged one-on-one consultations beforehand through our website, and received on-site registrations

○ Program (For Buyers)

Date	Time	Program	Venue
May 31 (Tue)	10:30~12:00	ENVEX tour	COEX Hall A&B
	13:30~16:00	Global Environmental Industry Partnership Forum	COEX Seminar room #308
June 1 (Wed)	10:00~17:10	1:1 Business Consultations	COEX Hall B
June 2 (Thu)	10:00~13:00	Industry Tour	SUDOKWON Landfill Site Management Corporation(SLC), ARISU Purification Center



3 Purchase Meeting with Power Plants

- Date/Venue: June 2(Tue), 2016, 13:00~16:00 / COEX Hall B Consultation zone
- Participants
 - **Power Plant: 10 superintendents from Korea East-West Power Co.,LTD who are in charge of Dang-jin thermal power plant and Ilsan Cogeneration**
 - Consulted Company: 34 domestic companies
- Outcomes of consultations: 48 consultations in total in the fields of desulfurization/denitrification equipment, dehydrator, aeration, agitator, analysis instrument, filter, filtration equipment and dust collector



V

Analysis of Overseas Buyer Invitation Program

◇ **1,375 international buyers from 45 countries including 350 who were directly invited by KEPA** visited ENVEX(1,305 from 44 countries for the previous year). Provided **business matching services by pairing each exhibitor with each international buyer, and arranging interpretation services** in order for exhibitors to expand into new markets overseas and export more of their products.

1 Customized Business Opportunities for Exhibitors

- **Match-Making with International Buyers: 230 instances**
 - Prepared meeting materials categorized by items, dates, and countries based on the preliminary survey of international buyers and arranged meetings in advance.
- **Sponsoring Overseas Buyer Visits: 63 buyers from 17 countries**
 - Beneficiaries : International buyers who were willing to purchase products on the exhibition or visited to sign a contract or attend a signature ceremony during the exhibition
 - Covered Costs : Airfare and hotel accommodation (contingent on buyers)
- **Free Multi-Language Interpretation Services : Provided to 10 exhibitors**
 - Beneficiaries : Exhibitors with actual reference, export capacity, and those expected to display or introduce technology and products suited for exports
 - Service : Provided professional interpreters (English and Chinese)
 - Selection : Selected qualified companies on a first-come-first-served basis

2 Programs for International Buyers

- **Exhibition Tour : 138 people from 16 countries, 10 times**
 - Date : 10am/2pm everyday for the duration of exhibition(May 31-June 3)
 - Participants : Personnel from Association of Korea Exhibition Industry(AKEI), The Asia-Europe Meeting(ASEM) Member States, Inter-American Development Bank, etc.
 - Sought to take a more global approach by introducing exhibitors' technologies and products to invited international buyers and providing on-site business matching services for preferred companies



○ **Industry Tour for International Buyers (49 people from 13 countries)**

- Date : June 2(Thu), 2016 / 08:30~17:00
- Advertised excellence of Korea's environmental technologies and sought to expand business opportunities by arranging industry tours to some of the best entities in the environmental sector including SUDOKWON Landfill Site Management Corporation(SLC), ARISU Purification Center, etc, and by giving product demonstrations.

VI Public Relations Efforts

- ◇ **Publicized exhibitors with Pre-release articles and field report(around 60 instances)** and distributed press release to journalists accredited to the Ministry of Environment and industry magazine journalists. **A total of 329 articles were released.**
- ◇ Promoted ENVEX and attracted visitors through **events for visitors, a smart phone app, distribution of mobile text message tickets**, since **online promotion** is the source which visitors get most information from and a preferred advertisement tool by exhibitors, based on the survey result of the previous year.

1 PR Support for Exhibitors

o Summary

Medium	Type	No. of Companies Covered	Remarks
News Coverage	Pre-release articles	11 companies	AVING
	Field Report	45 companies	
Online	ENVEX Newsletter Introduction of Exhibitors	50 companies	Sent to 30,000 entities
	ENVEX Blog Introduction of Exhibitors	59 companies	http://blog.naver.com/k_eпаenvex
Other	Environment Industry Publications	30 companies per issue	8,000 issues every other month

o News Coverage in Detail

Type	Instances
Pre-release articles (May,2016)	- Coverage on press release from organizers & exhibitors / 12 Korean, 1 English articles
Field Report (Exhibition period)	- Coverage on major exhibitors / 40 Korean, 42 English, 10 Chinese articles, and 14 video footage



<New Coverage Page on AVING>



<Field Report>

2 Presence in Overseas Exhibitions

Exhibition Title	Duration	Venue	Section
IE-EXPO2016	5.5-5.7, 2016	Shanghai, China	Korean Pavilion
WE2015	10.13-10.15, 2015	Paris, France	Korean Pavilion
IGEM2015	9.9-9.12, 2015	Kuala Lumpur, Malaysia	Korean Pavilion
CEPEE2015	8.20-8.22, 2015	Guangzhou, China	Korean Pavilion

3 Media PR

○ 696 pieces in total (692 for the previous year)

- 3 TV news reports, 326 articles, 72 advertisements in daily newspapers and industry publications, and 286 online advertisements(Social media · blogs), 9 outdoor advertisements

○ Video coverage including TV footage: Korea Industry Daily, Traffic News, AVING TV



○ Articles on Daily Newspapers & Industry Publications

- Press Release

Type	Distributed Media
Official Reporter of the Ministry of Environment	37 media (Ministry announcements)
Announcement Section in Dailies	15 media
Partner Organizations	COEX, Association of Korea Exhibition Industry(AKEI), Environment Journalist Union
Dailies & Industry Journals	150 journalists

- List of Published Articles (326 pieces in total)

Medium	Published Media
Newspaper	Economy Newspaper, The Kukmin Ilbo, Moneytoday, Energy Economics, The Chosun Ilbo, The JoongAng Ilbo, The Financial News, The Hankyoreh, The Hankook Ilbo, etc.
Online	The Construction Economy Daily, The Kukmin Ilbo, News1, Newswire, Newsis, Maeil Business Newspaper, Moneytoday, Metro, Seoul Economics, The Segye Times, The Sports Chosun, Sisatoday, The Asia Economy Daily, Yonhap News Agency, AVING, Energy & Environment News, The Electronic Times, DIGITAL CHOSUN INC., The Korea Herald, The Financial News, The Hankyoreh, Korea Business News CO., LTD., The Hankook Ilbo, The Herald Business, Eco TV, etc.



그린에너지 신기하네
환경보전협회기 주관하고 한국환경산업기술원, 한국환경공단이 주최하는 국제환경산업기술 그린에너지전이 2015년 서울 삼성동 코엑스에서 관람객들이 자외선을 이용해 물속 소독하는 장치를 신기한 듯 살펴보고 있다.
김지은 기자

<The Kukmin Ilbo, Jun 1>

Environmental businesses gather at Seoul expo

By Kim Da-sol

The country's largest environmental exhibition is being held at Coex in Seoul from May 31-June 3, gathering some 250 businesses from 22 countries.

The participating enterprises will showcase environment-related technologies and products during the 38th International Exhibition on Environmental Technology &

the event.

The exhibition will be largely divided into the fields of environment industries and technologies, and green energy.

Environmental industries and technologies will feature systems and information related to water quality, air, waste, measurement analyzers, environmentally friendly products, restoration of ecological systems at watersides, seawater desalination

<The Korea Herald, May 31 >

o Advertisements on Dailies and Industry Publications (72 pieces)

Type	Media	Date	Media	Date
Daily	The Chosun Ilbo	May 30	The Korea Herald	May 30
Industry Publications	TNE TIMES	Feb 5/ Mar 31/ May 4/ May 30	PROCON	Jan, Apr-May Issues
	Newspaper of Green Environmental Association	Jan 7/ Mar 15	MIRAE ENVIRONMENT	May Issue
	E-NEWSP	May 17	MONTHLY TIMES	Jan, Mar, Jun Issues
	IT TODAY	Dec 28	PUMP TECH MONTHLY	Jan-May Issues
	ECO DAILY	Jan 27/ Feb 24/ Apr 27/ May 11	Environmental Engineers MONTHLY	Mar-May Issues
	ECO HYGIENE NEWS	Jan 20/ Feb 24/ Mar 21/ Apr 20/ May 18	AUTO CONTROL MONTHLY	Mar-Jun Issues
	NEWS CJ	Feb 5/ Feb 15/ Feb 17/ Mar 9/ Mar 21/ May 20	BEST ECO	Apr Issue
	ECO LAW	Mar 16/ Apr 27/ May 25	ENVIRONMENTAL HI-TECHNOLOGY	Jan-Feb Issues, May Issue
	ENV SPORTS	Feb 2/ May 25	ECO MEDIA	Mar-Jun Issue
	ECO SECURITY	Nov 3	ECO FOCUS	Jan-May Issues
	ENV TIMES	Feb 25		

○ Online Publicity(279 instances)

Type	Publisher	Details
Homepage Banner	Ministry of Environment	Ministry of Environment, Metropolitan Air Quality Management Office Ministry of Environment, Wonju, Nakdong River Basin, Daegu Regional, Geumgang River Basin, Youngsan River Basin, Saemangeum Region, Han River Basin, Korea Environment Corporation, KECO, SLC, KEITI
	Related Org.& entities, Other	Gyung-gi Techno Park, Chungbuk Techno Park, KONETIC, Global Information, Global Exhibition Portal, Green Environment Centers Association, Mirae Environment, IT Today, AVING, Incheon Kyung-gi Machine Industry Cooperative, Eco News, Eco Journal, The European Chamber of Commerce in Korea, Eco Health News, ECOTS
Social Media	Blogs	- http://blog.naver.com/kepaenvex (170 postings) - Postings on exhibition features, exhibitor profiles, field reports, et.
	Power Bloggers	- Postings by power bloggers, 3 postings each by 10 bloggers(30 postings)
	Social Media	- Viral Ads through Facebook & online eco industry communities (40 pieces)
Special Page	AVING	- http://tshow.aving.net/envex/ - Korean, English language articles and footage made available
Smart Phone App	CanGoTo, Fairple, Orangeconut	- Distribution of invitations through smart phone exhibition apps - CanGoTo(1,300,000 members), Fairple(200,000 members), Orange Cononut(100,000 members)
Student Supporters	20 people	- 6th year university student supporters recruit & PR activities - Online Ads through UCC, Exhibition visits



<ECCK Homepage Banner>



<ENVEK Blog>



<Online Community Viral>



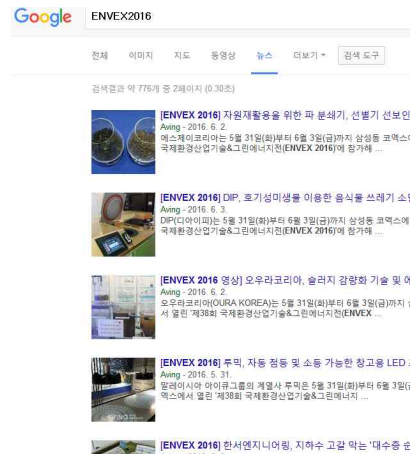
<AVING News Special Page>



<mart Phone App>



<Student Supporters>



<Search Engine naver.com>

<Search Engine Daum.net>

<Search Engine Google>

o Outdoor Advertisements

Type	Posting location		Duration
Pedestrian overpass banner	Dankuk Univ.crossroads in Yongsan	Nambusunhwan-ro in Gangnam	May 6 ~ June 3 (1 month)
Banner	Anyang	2nd Jayouro	
Banner	Namdong-gu in Incheon		



<Dankuk Univ.crossroads>



<Nambusunhwan-ro >



<Namdong-gu in Incheon>

○ Newsletters

Senders	Receivers	Date	No. of Letters Sent
ENVEX newsletter	E-mail DM	Nov, Dec, 2015 Jan, Feb, Mar, Apr, May, 2016	20,000 people/ once
AVING	Members & related entities	May 26, 2016, Jun 8, 2016	20,000 people/ once
KEPA	Online members	May 18, 2016	40,000 people

4 Free invitations (180,000 invitations distributed)

○ **Receivers**

- Ministry of Environment and its affiliated organizations, government officials in charge of provincial environment & water-sewerage systems
- Environment engineer trainees of the Association and regional offices
- Environment and energy companies, buyers from the previous year
- Embassies and expatriate communities, environment related private organizations
- Text message invitation distributions

5 Support for Domestic Buyers and a Giveaway Event for Pre-registered Visitors

○ **Business Support Programs for Domestic Buyers**

- Beneficiaries : Selected 40 people considering applicants' job title and purchasing power of their company

Provided various services to the buyers who handed in the records of business meetings with the exhibitors during the exhibition.

- Service: Provided transportation expenses, the exhibitors directory and interpretation services

○ **Prize Draw for Pre-Registered Visitors**

- A giveaway event was organized to encourage pre-registration leading to actual visits to ENVEX
- Draw : Limited to those who visited the exhibition after pre-registration and awarded prizes on site
- Participants : 109 winners out of 980 participants

Rank	Prize	No. of Winners
1st	Bicycle (worth 150,000 won)	3
2nd	Gift Certificate (worth 50,000 won)	6
3rd	Bottle 'My Bottle'	100

VII Related Events

1 Opening Ceremony

- Date : May 31(Tue), 2016, 14:00 ~ 15:00
- Venue : Entrance to COEX Hall A Section 1 & 2
- VIP Dignitaries at the Tape-Cutting Ceremony (11 people)

Order	Organization	Title	Name
1	Ministry of Environment	Minister	Seong-Kyu Yoon
2	Korea Environmental Preservation Association	President	Byeong-Ok Ahn
3	Yixing Institute of Science & Technology for Environment Preservation	Deputy Party Secretary	Zhu Xu Feng
4	Ministry of Industry Republic of Indonesia	Director	Sopar Halomoan Sirait
5	Korea Environmental Corporation	Chairman	Si-Jin Lee
6	SUDOKWON Landfill Site Management Corporation	CEO	Jae-Hyun Lee
7	Korea Environmental Industry & Technology Institute	President	Yong-Ju Kim
8	Delegation of the European Union to the Republic of Korea	Head of Trade section	Paolo Caridi
9	Korea Climate & Environment Network	CEO	Jae-Ok Kim
10	Korea Automobile Environmental Association	CEO	Moon-Sun Ahn
11	Korea Environmental Engineers Association	CEO	Ki-Tae Kwon



○ Awards for Outstanding Environmental Tech Companies

- Awarded Companies

Presented by	Awarded To		
Minister of Environment	ILSUNG Co.,Ltd	CHANG SHIN MACHINERY MFG., CO.	Han Jong ENG Co.,Ltd
Plaque of Appreciation presented by President of KEPA	P&I Human Korea Co.,Ltd	CAU IACF	ZETA CREZEN Co.,Ltd

- Awarding ceremony : May 31, 2016, 16:00 / International Buyer Lounge in the exhibition hall



2 Seminars

○ Summary (10 in total)

Seminar		Date	Time	Venue	Host & Organizer
Global Environment Industry Partnership Forum 2016		May 31 (Tue)	13:30~16:00	#308	Ministry of Environment / Korea Environmental Industry & Technology Institute, KEPA
Environmental Technology Trade Conference 2016			13:30~17:00	#301	Korea Environmental Industry & Technology Institute
The 19th Seminar of Environmental Policy and High Technology	Session 1. Environmental Safety	June 1 (Wed)	13:30~17:10	#307	Korea Environmental Engineers Association, Monthly Environmental Engineer
	Session 2. Resources Recirculation and Energy		13:30~17:10	#308	
	Session 3. Water Environment	June 2 (Thu)	13:30~17:10	#307	

	Convergence Symposium		13:30~16:20	#308	
	Membrane System Design and O&M Technology Seminar		13:00~18:00	#301	Membrane&Plant Branch of Korean Society for Fluid Machinery/ Water Industry Network(Roplant)
	Corporate Social Responsibility Forum for Environmental Education		15:00~17:30	#317	Ministry of Environment, KEPA, National Center for Environmental Education, KOSRI
	The 10th Annual Water Environment Technology Forum		10:00~12:30	Seminar Room	Korea Environmental Information Research Center (Supported by the Hwan Kyung Ilbo)
	International Environmental Industry Technology Seminar		13:00~16:30	Seminar Room	KEPA



○ Timetables of Seminars (partial)

- **Global Environment Industry Partnership Forum 2016**

- Date/Venue : May 31(Thu), 2016 13:30~16:00 / Conference Room #308
- Host/Organizer: Ministry of Environment, Korea Environmental Industry & Technology Institute, Korea Environmental Preservation Association

Time	Content	Presenter
13:00~13:30	Registration	
13:30~13:40	Opening Ceremony	President Yong-ju Kim/ Korea Environmental Industry & Technology Institute
13:40~14:05	Policy to Promote the Environmental Industry in Korea	Environmental Industry Division of the Ministry of Environment
14:05~14:30	Presentation of Environmental	Director Du-Yeon Lee/Dohwa

	Technologies by Korean Companies	Engineering
14:30~14:55	New Environmental Technologies and the Importance of Environmental Education in the Argentine Republic	Director Prem Salzman/ The Argentine Republic Ministry of Environment
14:55~15:20	The Current State and Strategies for Improvement of the Water Industry	Senior Advisor Basler Rahman/ Dhaka Water & Sewage Authority
15:20~15:45	Introduction of the Solid Waste Management in Vietnam	General Manager of the International Cooperation Division, Luong Thi Mai Huong/ Urban Environment Corporation

- Environmental Technology Trade Conference 2016 (The 3th Environmental Technology Information Conversation)

- Date/Venue : June 1(Wed), 2016 13:30~17:00 / Conference Room #301
- Host/Organizer: Korea Environmental Industry & Technology Institute

Time	Content	Presenter
Introduction of Policy Trend, Best Practices and Projects Funded by the Ministry of Environment		
14:00~14:25	[Special Seminar] Strench/Food waste Introduction of Trends and Policies in Waste Resources Management	Jeong-hwan Choi, Administrator in Waste Resources Management Division of the Ministry of Environment
14:25~14:50	[ME R&D Best Practices in SMEs] Absorbent for Water Process Using Water Treatment Sludge/ Technologies for reducing livestock waste and odor	Mu-jeong Son, Director of Research in Sin Pyung
14:50~15:00	[R&D Projects Funded by ME] Introduction of Technology Development Project for Supporting Nascent Technology	Seong-won Jeon, Chief researcher in Korea Environmental Industry & Technology Institute
Introduction of technologies and technical counselling by experts and researchers in the field of odor management		
15:00~16:30	Development of a System Analyzing Conditions of Sewer Pipes	Prof. Kyu-hong Park, Chung-Ang University
	Odor Reducing System for Sewerage Pipes	Prof. Hyun-uk Kim, University of Seoul
	Devices of Aerobic Biological Stabilization of Biodegradable Household Waste/ Odor Reducing System	Prof. Jae-guen Bae, Seoul National University of Science and Technology
	Causes of Odor in Sewer Pipes and Customized Technologies for reducing odor	Prof. Jeong-il Cho, Korea Institute of Civil Engineering and Building Technology
	Modular Equipment Transforming Food Waste into Resources/ Ways to Process Food Waste in the Sink	Prof. Sang-moon Lee, Korea Institute of Civil Engineering and Building Technology
	VOCs Odor Treatment Technology using the VSA process	Director Yong-woo Joen, Korea Testing Laboratory
15:00~17:00	one-on-one technical counselling between business people and researchers	6 separate counselling tables

- Membrane System Design and O&M Technology Seminar

- Date/Venue : June 2(Thu), 2016, 13:00~18:00 / Conference Room #301
- Host/Organizer: Membrane&Plant Branch of Korean Society for Fluid Machinery, Water Industry Network(Roplant)

Time	Content	Presenter
13:20~13:30	Greeting	Hyung-ho Jeong, Branch Chairman in Membrane&Plant Branch
13:30~14:00	Hyosung Next Generation New Membrane Technology	Jeong-jae Lee, Senior Manager in Hyosung
14:00~14:30	Introduce LG Chem RO Membrane	Youngh-wan Lim, Manager & Young-hoon Ko, Manager in LG Chemical RO Filter Marketing Team
14:30~14:50	Pretreatment Composition of Membrane for Seawater Desalination	Young-jin Kang, Director in CJK Alliance
14:50~15:30	Q&A Session followed by Break Time	
15:30~16:10	Technology of Waste Water Recycle and Operation Case	Ph.D. Yeon-kook Kim in Coway Entech
16:10~16:50	Water Treatment Technology Progress & Case	In-young Jang, Technical Advisor in Hyundai Engineering
16:50~17:30	Membrane Based Desalination Technology & Forward Osmosis Pilot Plant Operation	Ph.D. Sung-yun Lee, Korea Institute of Machinery and Materials
17:30~17:50	Q&A Session	

- International Environmental Industry Technology Seminar

- Date/Venue : June 2(Thu), 2016, 13:00~16:30 / Seminar Room in Hall B
- Host/Organizer: Korea Environmental Preservation Association

Time	Content	Presenter	Country
13:00~13:15	Business of Commercializations Promotion Agency for R&D Outcomes	Sun-hee Choi, Senior Manager in Commercializations Promotion Agency for R&D Outcomes	Korea
13:15~13:30	Energy & Space-saving ES-MBR System (MBR Washing machine)	Byeong-sun Park, Ceo in Jeong Woo Environmental Technology Inc.	Korea
13:30~14:00	Super fast Oil Absorbent 'Spill Hound'	Gil Fleming, Director in IJ Inc.	UK
14:00~14:30	Energy-saving wastewater treatment device (Master Diffuser & OUR-N)	Dong-ho Choi, Director in Oura Korea Co., Ltd.	Korea
14:30~15:00	Corrosion, abrasion resistant valves and pump parts	Seong-tae Kim, Marketing Director in KST Plant Co., Ltd.	Korea
15:00~15:30	Urea dissolution Technology and	Yong-chel Kwon, Ceo in	Korea

	High purity Urea water Equipment	Kyeong Min Watercom Inc.	
15:30~16:00	Open Path Monitoring in Industrial Areas	Anders Arvidsson, Sales Director in SEMIST Co., Ltd.	Sweden
16:00~16:30	Fuel savings and reduced emissions through empirical testing of emulsified fuel marine engines	Jeremy Song, Director in VERYTECH Co., Ltd.	Korea

3 Others

○ Pro bono legal counselling center on environmental law

- Date/Venue : May 31(Tue)~June 3(Fri), 2016, 4 days / Hall B
- Operator : Beom-Haeng Heo, a lawyer specializing in environmental issues (On-site Registration)
- Fields : Intellectual property right, Patent right and other legal consultations on environment-related issues

○ 2016 Job Fair with Environmental Industry Firm

- Date/Venue : May 31(Tue), 2016 / Job Fair Zone in Hall B
- Participants : 40 companies, 2,075 job seekers
- 637 participants in the mock job interviews on site, one-month free consultations



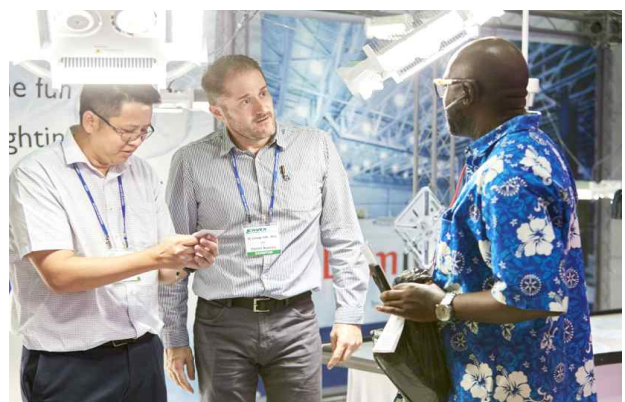
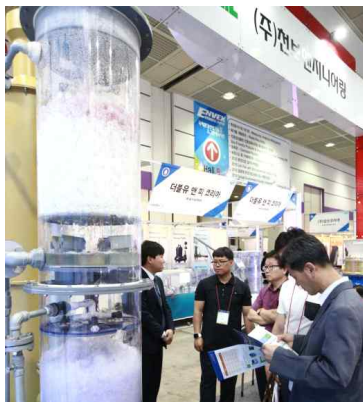
※Annex1. ENVEX2016 Main Photos



Opening Ceremony



Tour of the Exhibition Hall



View of the Exhibition Hall

※Annex2. ENVEX2017 Overview

- Title** : The 39th International Exhibition on Environmental Technology & Green Energy(ENVEX2017)
- Duration** : June 7(Wed)~9(Fri), 2017(3days)
- Venue** : COEX A Hall Section 1&2, B Hall
- Host** : Korea Environmental Industry & Technology Institute(KEITI), Korea Environmental Corporation(KEC), SL Corp., Korea Environmental Preservation Association(KEPA)
- Organizer** : Korea Environmental Preservation Association(KEPA)
- Sponsors(tentative)** : Ministry of Environment, Ministry of Trade, Industry, and Energy, Ministry of Science, ICT and Future Planning, Ministry of Land, Infrastructure and Transport, Seoul Metropolitan Government, Korea Chamber of Commerce & Industry, Korea Trade-Investment Promotion Agency, Korea Foundation of SMEs, Incheon Kyung-gi Machine Industry Cooperative, Korea Environmental Engineers Association, Korea Food Recycling Association, Korea Association of University Technology Transfer Management, European Chamber of Commerce in Korea, WowTV
- Exhibit Items**
 - Environmental Industry & Technology Field
 - Water-treatment equipment, membranes, pumps, valves, dehydration equipment, air pollution measurement & reduction equipment, measurement and analysis instruments, waste processing & recycling, food waste processing, eco-friendly products, ecosystem restoration, chemicals, government policy PR
 - Green Energy Field
 - Green Vehicles, bio energy, solar energy, geothermal energy and unused energy, wind power, marine small hydro power plant
- Benefits**
 - Preferential right to attend global environmental industry partnership 1:1 business meeting and purchase meeting with power plants if they are held
 - Sponsorship for a one-company-one-buyer invitation program (Airfare, accommodation cost coverage is contingent on buyer's region)

- Government-sponsored opportunities for attendance at environmental exhibitions abroad(China, United States, Malaysia etc.)
- PR support for companies via partnership with media outlets and SNS such as facebook and blogs
- A commendation ceremony and award by Minister of Environment and President of KEPA in recognition of outstanding environment SMEs.

Website : www.envex.or.kr (to be open in October)