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Better Tech, Better Future!



Future Innovation tech eXpo 2024



FIX Secretariat

T. +82-53-601-5072 F. +82-53-601-5079 E. nmbae@exco.co.kr

Daegu International Future Auto & Mobility Expo · ICT Convergence Expo Korea · Daegu Robot Expo · Start-up Arena

10.23^{Wed} - 26^{Sat} exco



Why FIX 2024

Find the Newest Tech Trend at Daegu

Dates **Exhibition** Oct. 23. (Wed) ~ 26. (Sat) / 4 days
 Conference Oct. 23. (Wed) ~ 25. (Fri) / 3 days

Venue EXCO, Daegu, South Korea

Scale 450 Companies, 2,000 Booths

Global Future Industry Trends and International Conference

- Attend keynote speeches by renowned international figures from global companies and institutions.
- Participate in a large-scale conference that covers everything from future industry trends to deep tech seminars.

Unprecedented Business & Experience Programs

- Engage in business meetings with over 200 international buyers.
- Connect with purchasing managers from domestic major corporations and institutions.
- Take part in investment meetings, awards, IR pitching, and technology presentations with invited global company CVCs, ACs, and VCs.
- Enjoy various programs including Daegu Night, job fairs, docent tours, experiences, and more.

Global Media Coverage

- Utilize the best promotional platform to maximize brand exposure.
- Benefit from invitations extended to major news outlets, specialized media, and industry influencers.

FIX 2024

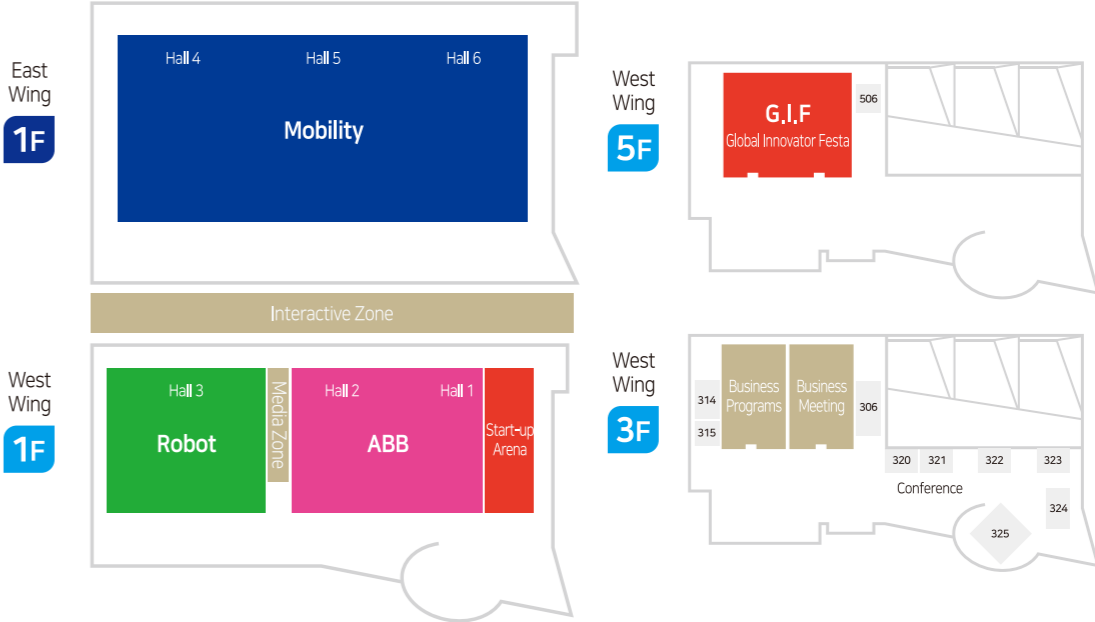
Future Innovation tech eXpo

Daegu Inernational Future Auto & Mobility Expo (DIFA)	ICT Convergence Expo Korea (ITCE)	Daegu Robot Expo (ROBEX)	Start-up Arena
UAM, Electric/Hydrogen Vehicles, Autonomous Vehicle, Secondary Cell Battery, Parts, Service	ABB (AI, Big Data, Blockchain), ICT, Cyber Security, Semiconductor, Metaverse	Service Robot, Industrial Robot, Robotic Parts	Play and Plug Expo Korea, Global Innovator Festa (GIF)

Programs

Exhibitions	Conferences	Business	Concurrent Events	Visitor
DIFA, ITCE, ROBEX, Start-up	DIFA Forum, Global Robot Business Forum, Cyber Security Conference, International Conference on Culture Technology	Technology on Stage, 1:1 Business Matching, Innovation Awards, Daegu Night, Invest in Daegu	Gaia-X Cooperation Presentation, Test Driving, Hands on Tech, Career Fair, International Exchange Forum	Accommodation, Tourism, Transportation, Cultural Events (Opera, Musical, Orchestra, etc)

Floorplan





Mobility

Title Daegu International Future Auto & Mobility Expo

Scale 210 Companies, 1,000 Booths

Venue Hall 4, 5, and 6, East Wing

Exhibits

Green Mobility

- Electric Vehicles
- Hydrogen Vehicles
- Hybrid Vehicles
- Electric Motorcycles
- Electric Buses / Vans
- Personal Mobility (PM)

Future Mobility

- Urban Air Mobility (UAM)
- Autonomous Vehicles
- Autonomous Driving AI/SW/Sensors
- Advanced Driver Assistance Systems
- MaaS Platforms
- SDV

Secondary Battery/Parts/Service

- Battery/Materials/Parts/Equipment
- Battery Packs / Recycling
- Electronics/Electromotor
- Charging Services / Infrastructure
- Hydrogen Fuel Cell
- Tuning Parts, Peripherals



Robot

Title The 13th Daegu Robot Expo

Scale 65 companies, 250 booths

Venue Hall 3, West Wing

Exhibits

Service Robots

- Autonomous Mobile Robots (AMRs)
- Artificial Intelligence Humanoid Bots
- Food & Beverage (F&B) Robots
- Last-mile Delivery Robots
- Medical, care-giving Robots
- Smart Agricultural Robots

Industrial Robots

- Mobile Collaborative Robots
- Logistics and Patrol Robots
- Disaster Relief Robots
- Moving and Stacking robots
- Collaborative Robots

Robot Parts

- Sensors, Motors, and Reducers
- Motion Controllers
- Grippers, Robotic Arms
- Instruments
- Autonomous Driving S/W, H/W



ABB (AI, Big Data, Blockchain)

Title The 19th ICT Convergence Expo Korea

Scale 120 Companies, 450 Booths

Venue Hall 1 and 2, West Wing

Exhibits

AI+device, contents

- On-device AI
- AI Humans
- Smart Home
- Generative AI Outlets

Metaverse

- Platforms, Holograms
- Virtual Reality (VR) and Augmented Reality (AR), Mixed Reality (MR), Extended Reality (XR)

ICT Convergence

- ICT Convergence Services & Solutions
- 5G Communications Technology and Networks
- Cloud & Big Data



Start-up

Scale 55 companies, 300 booths

Venue Hall 1A, Convention Hall (5F), West Wing

PNP Korea Expo

- Startup IR Pitching
- Run a Demo Table
- Speakers - Panel Discussions
- Investment Matching and Networking

Global Innovator Festa (GIF)

- Young Startups
- New Technology Startups
- Community College LINC Initiative

Startups Showcase

- Daegu C-LAB Excellent Company Exhibition
- CES Innovation Award Winners on Display
- Hosting Samsung C-LAB OUTSIDE

Programs

Category		10.23.(Wed)	10.24.(Thu)	10.25.(Fri)	10.26.(Sat)
West Wing	Hall 1	ICT Convergence Expo Korea (Hall 1B, 2), Start-up Arena (1A)			
	Hall 2				
	Hall 3	Daegu Robot Expo			
East Wing	Hall 4	Daegu International Future Auto & Mobility Expo			
	Hall 5				
	Hall 6				
Conference Room (West Wing 3F)	306	Session The Korea Society of Automotive Engineers, The Korea Society of Mechanical Engineers			
	321	Session Korea Automobile Journalists Association	Session Autonomous Driving / Special Session	Session Autonomous Driving / Battery	
	322	Session ABB	Session Blockchain / NFTs	Session Data Blending / AI	
	323	Session Cybersecurity conferences			
	324	Session Mobility Policies	Session SDV / Electrification	Session Semiconductor	
	325	Keynotes			
	Grand Ballroom A	International Business Matching I	International Business Matching II / Domestic Business Matching	Job Fair	
	Grand Ballroom B	Invest in Daegu / Daegu Night	Special Session Tech 2025 Preview		
West Wing (5F)	Convention Hall		Global Innovator Festa (GIF)		
Hotel Inter-burgo EXCO	Iris Hall	Daegu Global Robot Business Forum			
Visitor Program		VIP Programs, Industrial Tours, Cultural Tours, Collaborative Performances, etc.			

※ The program is subject to change depending on the organizer's circumstances.



FIX 2024 Exhibitor Benefits

Better Outreach Support

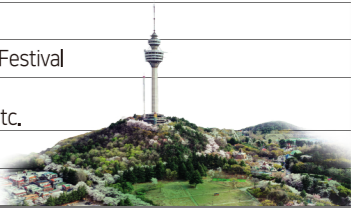
Proactive Outreach	Media Partner (Aving)	• Create and distribute company-specific proactive press releases
	Domestic and International Media	• Promote your event and distribute press releases
On-site Public Relations	Media Exposure	• Awards ceremony, special feature on the winning company, media coverage, etc.
	Invited Media	• Invite international tech YouTubers and media from the US, France, UK, Japan, etc.
	Live	• Broadcasting live interviews on-site
	Press Zone	• Operating a global media press zone

Expanded BIZ networking opportunities

Domestic	Domestic Business Meeting	• Business matching with 100 large, mid-sized, and public organizations
	IR Pitching	• VC, AC invited pitching session (first-come, first-served by sector)
International	International Business Meeting	• Hosted and matched 170 of the largest global buyers in history
	Daegu Night	• Networking party of 500 exhibitors, buyers, organizations and media

New and improved cultural programs

Performances and exhibition	Daegu Museum of Art	• Overseas Exchange Exhibition, Lee In-sung Art Prize Winner Exhibition
	Concert House	• World Orchestra Festival
	Opera House	• Daegu International Opera Festival
	Others	• Modern History Museum, Bangsa Organic Museum, etc.
Tourism	Cultural and Industrial Tours	• First come, first served
	Daegu City Tour	• 50% off



Innovation Awards

- Highly respected awards judged by a panel of judges comprised of government agencies and performing organizations, global CVCs, private investment firms, and specialized media

Category	Fields
Future Mobility	Autonomous Driving, Electric Vehicles, Secondary Batteries, Parts & Services
ICT	ABB, ICT, Metaverse
Robotics	Industrial robots, service robots

Benefits

- Awarded Innovation Trophies
- Listing of Innovation Award winners on the FIX website and printed materials.
- Media promotion
- FIX Awards Showcase Exhibit

※ Innovation Awards operation, benefits, etc. are subject to change depending on the organizer's circumstances.