

KOREA MARITIME 2025 MOBILITY SAFETY EXPO BOOTH MANUAL

November 25 (Tue) – 27 (Thu), 2025
Busan BEXCO Exhibition Center 1, Hall 1



Host



Ministry of Oceans
and Fisheries



BUSAN
METROPOLITAN CITY

Organizer



Sponsor



CONTENTS

I . Event Overview

1. Event Overview
2. Exhibition Hall Layout

II . Program

1. Expo Program Details

III . Exhibition Booth

1. Participation Application Guide

IV . Important Notes

1. Installation & Dismantling
2. Additional Guidelines

2025 KOREA MARITIME MOBILITY SAFETY EXPO

Arctic Shipping & Maritime Value Chain

Korea is the world's leading shipbuilding powerhouse and a central country in the global maritime industry, taking the lead in shipping and port operations.

In recent years, it has been further strengthening its global leadership across the entire maritime value chain through digital transformation and the adoption of eco-friendly technologies.

In this context, Korea's maritime industry is paying attention to the 'Arctic Shipping' as a key driving force for a new takeoff. The Arctic shipping is rapidly emerging as a key axis of the new northern logistics network, offering shorter sailing distances compared to the Suez Canal and reducing carbon emissions. It is expected to enhance logistics efficiency and create new economic opportunities.

Currently, Busan is positioning itself as a leading special zone for marine mobility and a hub of innovation in maritime logistics. By fostering next-generation technologies across the marine value chain, the city is reinforcing its role as a key hub for global maritime logistics in preparation for the era of the Arctic shipping.

'2025 Korea Maritime Mobility Safety Expo' will highlight the future of Korea's maritime industry under the new vision entitled 'Arctic Shipping & Maritime Value Chain.'

This expo, showcasing a cross-industry convergence ecosystem encompassing shipbuilding, shipping, ports, and logistics, strategies for global entry via the Arctic route, and sustainable technologies and policies for the maritime future, will serve as an important turning point to promote the forward-looking vision and competitiveness of Korea's maritime industry to the world.

**Be part of the 2025 Korea Maritime Mobility Safety Expo
and explore the future of maritime safety in Korea.**



Key Points for the Successful Hosting of the 2025 KOREA MARITIME MOBILITY SAFETY EXPO!

Korea International Maritime Mobility Vision Proclamation Opening Ceremony

•A time for all participants, including industry players, and stakeholders, to celebrate and be united at opening ceremony that elegantly embodies and proclaims the vision of Korea's maritime mobility industry

**An opportunity to promote the status of
Korea's marine industry**

Maximizing Booth Participation Marketing Aiming at the Inaugural Year of the Expo

•Establishing a marketing strategy to exceed this year's target of 300 booths, aiming to recover the growth trend following the record of 2019
A focused strategy to discover new participating companies, including existing participating companies

**Maximizing the scale of the expo
to continue into the following year**

Stage Program to Enhance Immersion and Retention Time of the Event

Utilizing the main stage within the venue, technology/product presentations by participating companies and conferences by invited speakers on the maritime mobility industry
Operation plan designed to increase visitor retention time and overall immersion in the event

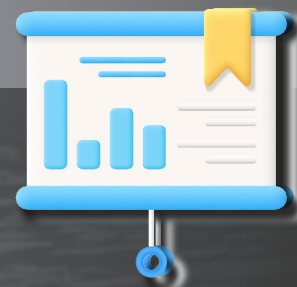
**Elevating to an expo with high immersion
that deeply communicates with participants**

Achieving Business Outcomes by Inviting Preferred Buyers of Pre-Participants

Developing a plan to invite buyers tailored to the needs of pre-exhibition participants
to strengthen the business of participating companies in the maritime mobility and safety industry!
An optimal support strategy to accelerate business

**Reinforcing business outcomes and
enhancing operational performance of expo**

We will Achieve Successful Business for Participating Companies and Institutions
through Perfect and Safe Operation



2025 KOREA MARITIME MOBILITY SAFETY EXPO

- Time** November 25 (Tue) – 27 (Thu), 2025
- Venue** Busan BEXCO Exhibition Center 1, Hall 1
- Scale** 150 companies, 350 booths [More than 3 overseas countries (e.g., Japan, Dubai)]
(Including standard booths and experience zone)
- Slogan** Arctic Shipping & Maritime Value Chain
- Program**



Opening Ceremony
(Main Stage)



Exhibition
(Exhibition Hall)



Conference
(Main Stage)



Technology/Product
Presentation
(Main Stage)



Export Business
Meeting
(Meeting Zone)



Side Events
(Experience Zone &
Central Open Stage)

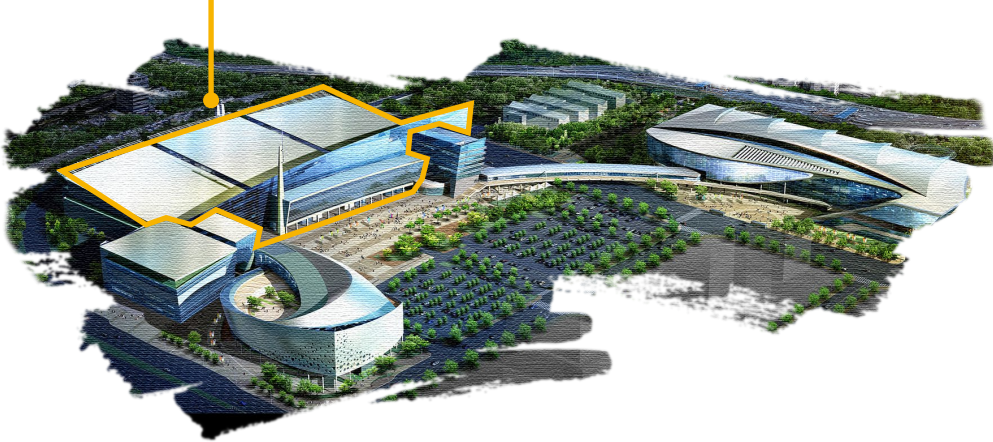
Time Table

※ The schedule below is subject to be changed.

Time	November 25 (Tue)		November 26 (Wed)		November 27 (Thu)			
	Exhibition	Main Stage	Exhibition	Main Stage	Exhibition	Main Stage		
09:00~10:00	Registration		Registration		Registration			
10:00~11:00	Exhibition, Side Events, Export Business Meeting	Rehearsal for Opening Ceremony	Exhibition, Side Events, Export Business Meeting	Conference 1	Exhibition, Side Events, Export Business Meeting	Technology/ Product Presentation		
11:00~12:00								
12:00~13:00								
13:00~14:00		Opening Ceremony						
14:00~15:00					Marine Golden Bell			
15:00~16:00				Conference 2		Closing		
16:00~17:00		Technology/ Product Presentation						
17:00~18:00								

2025 KOREA MARITIME MOBILITY SAFETY EXPO Exhibition Hall Layout

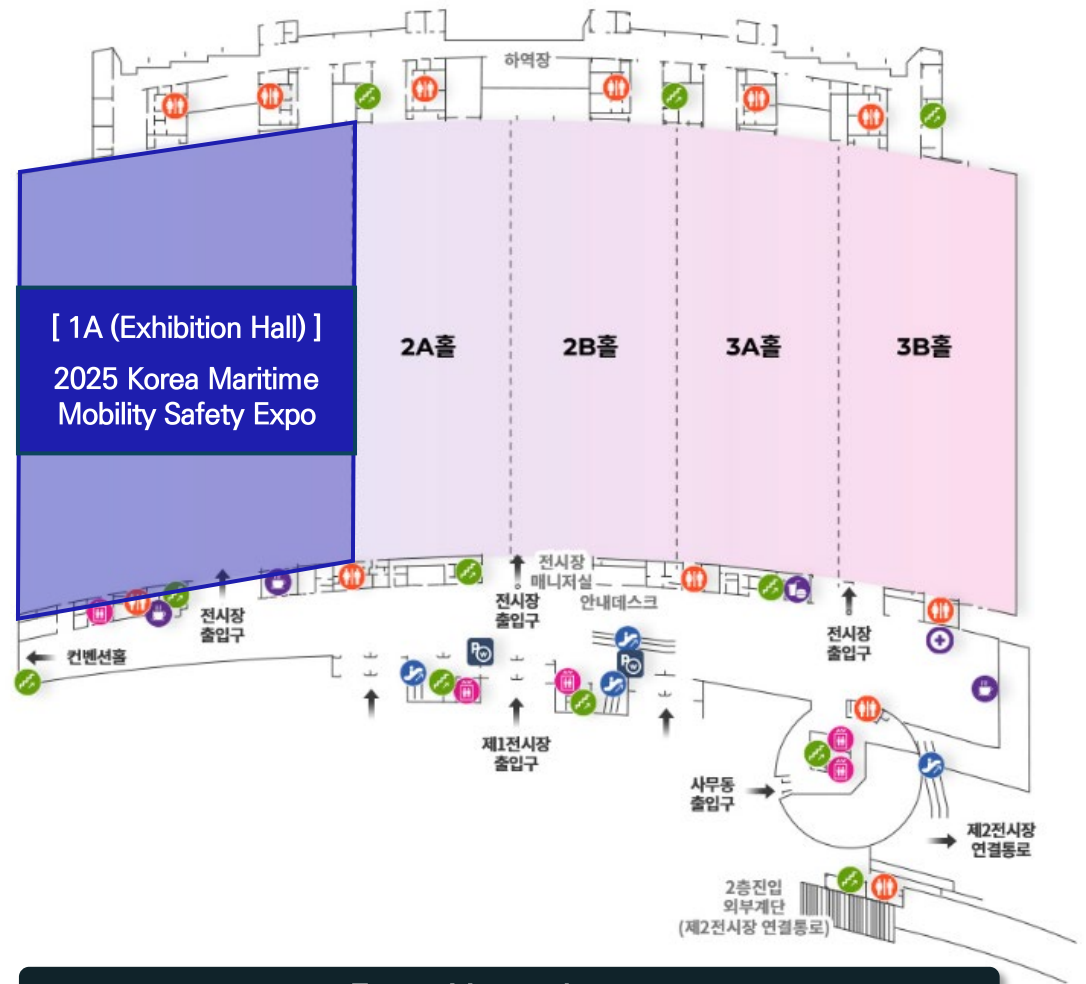
BEXCO Exhibition Center 1



Panoramic View of Busan BEXCO



Entrance of Event Venue



Event Venue Layout

2025 KOREA MARITIME MOBILITY SAFETY EXPO

Main Programs

Official Opening Ceremony

Time November 25 (Tue) 14:00 ~ 15:00

Place Busan BEXCO Exhibition Center 1, Hall 1

Contents Opening ceremony, Exhibition hall tour



Opening Ceremony

Maritime Mobility Safety Exhibition

Time November 25 (Tue) – 27 (Thu)

Place Busan BEXCO Exhibition Center 1, Hall 1

Contents Maritime mobility safety exhibition, Accident prevention awareness exhibition



Exhibition

Export Business Meeting

Time November 25 (Tue) – 27 (Thu)

Place Busan BEXCO Exhibition Center 1, Hall 1

Contents Overseas navy export meeting, Business meetings for exhibitors



Export Business Meeting

Side Events

Time November 25 (Tue) – 27 (Thu)

Place Busan BEXCO Exhibition Center 1, Hall 1

Contents Maritime mobility experience, Stamp tour



Maritime Mobility Experience



Stamp Tour



Experience & Training

2025 KOREA MARITIME MOBILITY SAFETY EXPO Exhibition Booth Type Guide

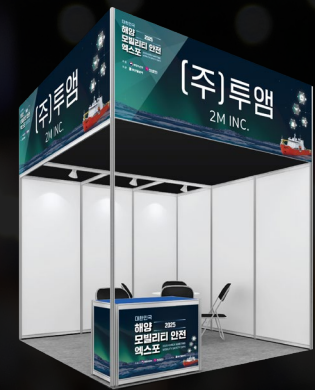
Independent Booth



1,500,000 KRW (VAT not included)

- Floor space only (3m x 3m)
- If applying individually, minimum of 2 booths must be applied for.
- Participating companies are responsible for installing and dismantling their own exhibition booths.
- Before carrying out installation work, design drawings must be submitted to the Secretariat for approval.
- Electricity is not provided, so a separate application is required.

Standard Booth



2,000,000 KRW (VAT not included)

- Dimensions : 3m x 3m x 3.25m(h)
- 1 information desk, 1 folding chair
- Company name signboard, pytex flooring
- Electricity 1kw(220V), 1 outlet
- 3 spotlights, fluorescent light

2025 KOREA MARITIME MOBILITY SAFETY EXPO Exhibition Participation Application Schedule

Online Participation Application

Final Due Date
for Booth Application

by October 31 (Fri) 19:00

www.kmse.co.kr

Participation Fee Payment

After Receipt of Invoice

**Full Payment
within 10 Days**

Installment Payment Available
upon Request

Additional Fee Payment

Additional Facilities and
Installment Balances

October 31 (Fri)

Final Due Date
for Additional Payment

Bank Account for Fee Payment

IBK (Industrial Bank of Korea) 096-046171-04-034 Account Holder : 부산일보(주) (Busan Ilbo Co., Ltd.)

※ Companies participating in consecutive years are eligible for multiple discount benefits.

Discount Type	Discount Amount	Application Due Date
1st Early-Bird Discount	60% discount per booth	by September 25 (Thu) *2 months before the event
2nd Early-Bird Discount	30% discount per booth	by October 25 (Sat) *1 month before the event
Consecutive Participation Discount	5% discount per booth	by October 31 (Fri)

2025 KOREA MARITIME MOBILITY SAFETY EXPO Exhibit Move-in

※ For exhibitors with standard booths, exhibit move-in is scheduled for **November 24 (Mon) 16:00–18:00 PM / by November 25 (Tue) 10:00 AM.**

Exhibition Setup and Dismantling Schedule

No.	Type	Schedule	Remark
1	Independent Booth Installation Period	November 24(Mon), 2025	
2	Standard Booth Setting Period	November 24(Mon), 2025	
3	Exhibition Period	November 25(Tue) – 27(Thu), 2025	
4	Dismantling Period	November 27(Thu), 2025	* After the event ends, dismantling will be conducted

Parking Ticket Information

On-site Purchase of Parking Ticket

Type		Schedule		Remark
		Per 10 minutes	Daily Parking	
Small Vehicle	Passenger cars / Vans (under 15 seats) / Trucks (under 2.5 tons)	450 KRW	15,000 KRW	
Large Vehicle	Vans (15 seats or more) / Trucks (2.5 tons or more)	900 KRW	30,000 KRW	

※ Additional parking tickets can be purchased at 'Parking Information Center' on B1 of Exhibition Hall 1.

2025 KOREA MARITIME MOBILITY SAFETY EXPO

Precautions for Independent Booths

Independent booths are typically chosen by exhibitors applying for two or more booths.

As the organizer provides only the floor space (company name signboard, electricity, lighting, carpet(flooring), furniture are not provided), exhibitors must cover the installation costs, and any additional equipment and facilities must be separately applied for.

1. Submission of Independent Booth Floor Plan

A copy of floor plan and elevation drawing for independent booth must be submitted to the secretariat at least 15 days prior to the exhibition. The submission of the booth floor plan and elevation drawing is intended to allow the secretariat to verify in advance with the installation company and to check booth height, additional power requirement, and other related matters.

2. Booth Height Restriction

a. The default booth height is 3.25 meters. Any height exceeding this limit may be adjusted after prior consultation with the secretariat.

3. Booth Equipment Installation

a. If any installation or electrical work is required beyond the standard booth (shell scheme booth), it must be carried out through a registered contractor of the venue (BEXCO) in consultation with the secretariat.

4. Exhibition Facility

a. Fire-resistant and Fire-prevention Measures

– When constructing with fabric or wood materials, fire risks must be minimized.

b. Pathway / Space

– Emergency routes should be ensured by maintaining double walls or partitions from the main walls, and space for fire safety facilities should be secured.

c. Booth Installation

– Booth installation works (including display setup) are generally restricted to [month/day/hour].

If additional work time is required for smooth opening, an approval request must be separately submitted to the organizer.

2025 KOREA MARITIME MOBILITY SAFETY EXPO

Use of Sound Equipment

For the comfort of the visitors in exhibitions and meetings, the use of sound equipment within the exhibition hall without prior consultation with the organizer is strictly prohibited.

(The noise level within each booth is limited to 60 decibels.)

Use of Lighting Equipment

- For standard booths, a 220V dual outlet (single-phase) will be provided. Exhibitors must notify the organizer in advance if they intend to use high-power electrical devices, in order to prevent overload and ensure safety.
- For independent booths, exhibitors must consult with the installation service company and apply separately for the required electricity supply.
- Standard booths will be equipped with spotlights, which should provide sufficient illumination. However, if additional local lighting is required, exhibitors must submit a request to the secretariat, which will incur additional costs.

Exhibitor ID Card and Other Requests

- During the installation period, if exhibitors have any requests for the organizer, they may contact the registration desk located on the 1st floor of the venue.
- ID Card Pickup : November 24 (Mon), 16:00–18:00
ID cards will be collectively distributed at the registration desk. **(Limited to 5 ID cards per company / Reissuance will not be available.)**

Thank you.

We look forward to
your attention and participation.



Website <https://kmse.co.kr>

Secretariat 070-4365-8539

Email 2025kmmse@gmail.com

