



## Korea International Boat Show

*Join the 2nd NMMA/North America Pavilion at KIBS:*

**Korea International Boat Show 2014**  
June 12–15, 2014 ■ Seoul, Korea

*In just six years, the Korea International Boat Show (KIBS) has grown to become one of the three leading boat shows in Asia. South Korea's leading event in the leisure marine industry, KIBS will be held at KINTEX—a state of the art exhibition center.*



### WHY KOREA?

Korea's extensive natural coastline (more than 12,000 km) is ideal for recreational boating, with inland waterways that connect to Seoul. Twenty marinas are now operating throughout Korea with plans for 14 more. Fishing and scuba diving are increasing in popularity, due to mature artificial reefs that offer fantastic inshore coastal recreational fishing.

Recreational boating in Korea is growing steadily; boat registrations are increasing an average 16% annually, and units have increased 10,000 vessels during the past six years. Currently the greatest demand is for the outboard power boat category, including sport fishing boats less than 10m. There is also a growing interest in larger "cruiser" motorboats as the rapid expansion of coastal berthing in new marinas has created a cruising corridor from the center of Seoul down the west coast.

Since the U.S. Congress ratified the U.S.—Korea Free Trade Agreement, opportunities for U.S. exporters to sell American manufactured goods and services are expected to increase. Korea is the United States' eighth largest export market and the U.S. is, for Korea, the third largest importer.

Nearly 95 percent of consumer and industrial products will become duty free within the next three years. Most remaining tariffs will be eliminated within the next eight years. These low barriers to market entry, coupled with "Made In America" quality and prestige, make it hard for domestic boat builders to compete with U.S. imported products.

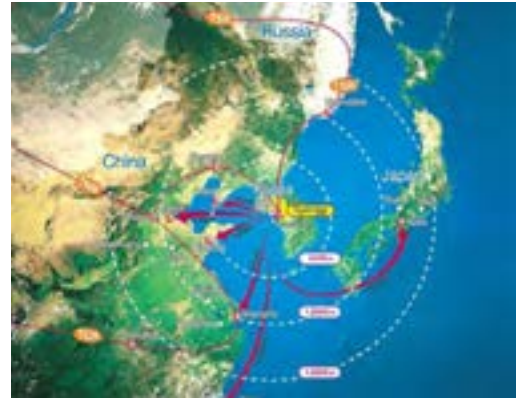
### WHY KIBS?

KIBS is an effective business networking platform for domestic and international companies. Occupying more than 28,000m<sup>2</sup> of exhibition space, 446 exhibitors and buyers from 33 countries, KIBS is considered by many to be one of the leading boat shows in Asia. As an exhibitor, you'll have exposure to domestic and regional boat builders, importers, distributors and dealers, as well as marina developers, owners and operators and government procurement officials, all with the support of the NMMA.

The seventh edition of the Korea International Boat Show will be held at the state-of-the-art KINTEX Exhibition and Convention Center from June 12–15, 2014. Located in the Seoul Metropolitan Area, near both domestic and international airports, KINTEX is one of the world's most modern and convenient exhibition sites and guarantees easy access to Seoul's diverse and economically stable population.

## WHO SHOULD EXHIBIT?

- Power boats (all types) including fishing boats and pontoon boats (recreational boats manufactured to current international recognized standards are accepted)
- Personal watercraft (PWC), wakeboards, waterskies and windsurf equipment
- Safety equipment including life vests
- Navigation, communication and electronic equipment
- Maintenance and after-market boat care products
- Diving equipment and services
- Fishing tackle, accessories and services
- Marina design, development, equipment and marina management services



### EARLY BIRD INCENTIVES INCLUDE 3 NIGHTS HOTEL!

*Register by April 23rd!*



#### \$1,100\* USD includes:

- 9m<sup>2</sup> turn-key booth: Complete with flooring, signage, lighting, power outlet 220V, information counter, table and 4 chairs
- Three nights hotel accommodations (4-star property) close to the KINTEX site
- Interpretation support during the show on an "as needed" basis
- Pre-show group country briefing with market experts and U.S. Department of Commerce
- Pre-show and on-site support by the NMMA

#### \$250\*\* USD NMMA Administrative fee:

- Required for all exhibitors who choose to join the NMMA pavilion. This administration fee includes all pre-show and on-site support from NMMA staff and an invitation to country briefing
- Inclusion in U.S. Pavilion Exhibitor List, created in both English and Korean

*\*Return exhibitors benefit from an additional \$100 booth discount. Incentives also offered for boat displays include on-site load and unloading support.*

*\*\*Non-members: \$500 Administrative fee will apply.*

### RESERVE YOUR BOOTH TODAY!

Early bird registration deadline: April 23, 2014

Rates increase by \$200 per booth thereafter.

Contact Julie Balzano, Export Development Director

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Visit [www.kibs.com](http://www.kibs.com) for more information on the show.