



Korea International **Boat Show**

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

Korea International Boat Show 2013
May 30–June 2, 2013 ■ Seoul, Korea

Take advantage of generous incentives, to research the growing South Korean boating market firsthand. Now is the time to establish key contacts and position your company in this maturing market.*

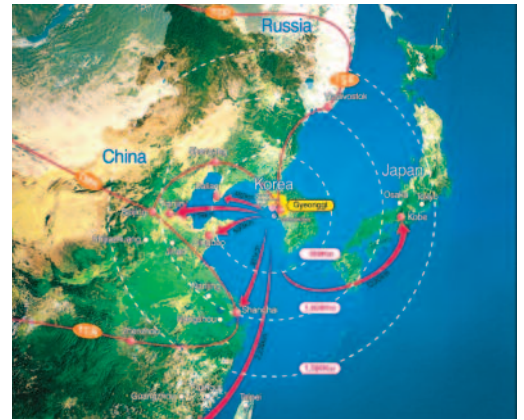


The 6th edition of the Korea International Boat Show will be held at the state-of-the-art KINTEX Exhibition and Convention Center from May 30–June 2, 2013. Located in the Seoul Metropolitan Area, near both domestic and international airports, KINTEX is one of the world's most modern and convenient exhibition sites and guarantees easy access to Seoul's diverse and economically stable population.

THIS BRAND NEW HOME IS ONLY ONE REASON TO ATTEND THIS SHOW. *CONSIDER THE REST!*

- Strong economy and a growing interest in recreational boating. Boat & PWC registrations currently number more than 12,000 are expected to surpass 15,000 by end 2014
- No import restrictions for imported boats—8% duty plus 10% Sales Tax
- New opportunities for U.S. exporters under the U.S.—Korea Free Trade Agreement
- Exposure to more than 17,000 visitors—many more expected in this new location
- Hub location for NE Asia with easy access to China
- Model type approval now available
- New marinas developing quickly. Fifteen currently operational with 27 more being planned.
- Natural coastline for recreational boating activities, with inland waterways connected to Seoul and fantastic inshore coastal recreational fishing created by mature artificial reefs
- B2B and business-to-consumer opportunities
- Incentives for overseas exhibitors!
- Pre-show and on-site support & export guidance from the NMMA and Korean market experts

In December 2009, the Korean central government announced a plan to foster marina development as a new source for Korea's future economic growth. Accordingly, the Korean government has loosened regulations on marine recreational activities and yacht usage and is actively supporting the growth of the recreational boating industry in the region in a bid to become a central international yachting hub for Northeast Asia by 2015.



EARLY BIRD RATES ARE AS FOLLOWS

Must register by March 14, 2013 to take advantage of the these rates!



\$900 USD includes:

- 9m2 Turn-key booth: Complete with flooring, signage, lighting, power outlet 220V, information counter, table and 4 chairs
- Six nights hotel accommodations (4-star brand new property), on the KINTEX site
- Interpretation support during the show, on an "as needed" basis
- Pre-show group breakfast briefing with market expert

\$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 & breakfast briefing.

After March 14, 2013, rates increase by \$100.00

Incentives also offered for return exhibitors and boat displays, that include on site load and unloading support.

RESERVE YOUR BOOTH TODAY!

Registration deadline: April 12, 2013

Early bird discount applicable until March 14th.

Contact Julie Balzano, *Export Development Director*

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Learn more at koreaboatshow.org