



The Coast Guard Safety & Equipment Show 2015

New Business On The Sea

June 17 (WED) - **19** (FRI), 2015

Songdo ConvensiA

Hosted by



Organized by



Sponsored by

Ministry of Oceans and Fisheries, Republic of Korea Navy,
Defense Acquisition Program Administration, Small and Medium
Business Program Administration, Korea Institute of Ocean Science &
Technology, Korea Maritime Institute, Korea Register of Shipping, Korea
Shipbuilding Industry Corporation, Korea Marine Equipment Association,
Maritime Rescue & Salvage Association, Korea Aerospace Industries Association,
The Society of Naval Architects Korea, Korea Marine Environment Management Corporation



CGS 2015

»» Outline

Title The Coast Guard Safety & Equipment Show 2015(CGS2015)

Period June 17(Wed) ~ 19(Fri), 2015 [3 days]

Venue Songdo ConvensiA, Incheon

Hosted by  Ministry of Public Safety and Security  Incheon Metropolitan City

Organized by  IDTC

Sponsored by Ministry of Oceans and Fisheries, Republic of Korea Navy, Defense Acquisition Program Administration, Small and Medium Business Program Administration, Korea Institute of Ocean Science & Technology, Korea Maritime Institute, Korea Register of Shipping, Korea Shipbuilding Industry Corporation, Korea Marine Equipment Association, Maritime Rescue & Salvage Association, Korea Aerospace Industries Association, The Society of Naval Architects Korea, Korea Marine Environment Management Corporation

Business Program

Title	Program	Venue
1:1 Buyer Meeting	Business Matching with Buyers	Exhibition Hall
Product Presentations	New Product & Tech, Presentation by Exhibitors	Exhibition Hall

Conference

Date	Title	Organizer	Venue
June. 17 (Wed.)	Presentation of National R&D Project on Maritime Safety	Korea Coast Guard Academy	
June. 18 (Thu.)	Discussion on the Research of Vessel Prototype and its future trends	Korea Coast Guard	Meeting rooms of Songdo ConvensiA
June. 18 (Thu.)	Research and Trends on the next-generation Vessels at home and abroad	The Society of naval Architects of Korea	
June. 19 (Fri.)	Prevention of Coastal Disaster and the Role of VTS	Korea Coast Guard	

»» Exhibit Items



MPSS PR Booth
Korea Coast Guard Promotion, Job Fair, Uniform Zone, Miniature Exhibition



Shipbuilding Zone
Shipbuilding equipment, Special service ship, Yacht and leisure boat, Defense-related products & Technology, Hovercraft, the latest Coastal Equipment



Aviation Zone
Unmanned Aircraft, Integrated Gateway, Marine Pollution Control System, Multifunctional device, Maritime Helicopter, Hoist, Oil analysis Device, Aviation Equipment



Safety/Leisure Zone
Portable searchlight, Pontoon, Floating structure, Canoe, kayak, boat, Safety gloves, Automated External Defibrillator, First-aid medicine, Water bicycles, Lifeboat, Sea scooter, Emergency water filter system



Sailing/Communication Equipment Zone
Satellite terminal for RIB boat, Thermo-graphic camera, Sounding machine, Radar, Marine technology device, Floater, Fish detector, Global positioning system(GPS), Fire control equipment, CCTV, Wireless telecommunication device, Meteorological measuring system



Special Equipment Zone
Repress equipment, Repress ammunition, Flashlight, Counter-terrorism equipment, submarine equipment, Unmanned Rescue robot, Scientific investigation equipment, Personal protection equipment, High output speaker



Marine Environment Protection
Marine pollution analysis equipment, Oil skimmer, Oil fence, Oil adsorbent, Oil tank, Ship/Warship and marine equipment, Liquid spill stopper(waterproof), Protective clothing

Exhibitor's Guide

» How to Register



» Participation Fee

Type	Shell-Stand	Raw-Space	Note
Domestic	₩ 2,600,000	₩ 2,100,000	(3m×3m Standard) VAT not included
Overseas	US\$ 2,600	US\$ 2,100	



(Image of Shell-booth)

» Discount

Discount Type	Condition	Discount	Note
Early-bird	Register prior to Mar 31, 2015	10%	Raw-space standard discount/ Multiple discount is permitted
Re-participation	Participated in 1st CGS 2013	10%	
Region	Locate in Incheon	10%	
Scale	Apply more than 4booths	10%	
	Apply more than 8booths	20%	

» Booth Information

Shell-Stand : Space Only + Basic equipment

Equipment Shell booth, Carpet, 1 set of information desk and a chair, 1 set of a table and 2 chairs for meetings, Company name sign(Kor/Eng), Basic Electric outlet 1KW

Raw-Space : Space Only

Over 2 booths registration is necessary and additional construction or interior has to be handled by yourself.

☎ For registration

The Coast Guard Safety & Equipment Show 2015 Secretariat
Songdo ConvensiA, 123 Central St. Yeonsu, Incheon,
Korea

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E. cgs@idtc.co.kr

₩ For Payment

Bank Account : Shinhan Bank 100-029-064739

Beneficiary : Incheon Development & Tourism
Corporation

Bank Swift Code : SHBKKRSE



NEW CGS 2015

CGS 2015 “Powered up”

Korea’s Largest Networking Platform for Business

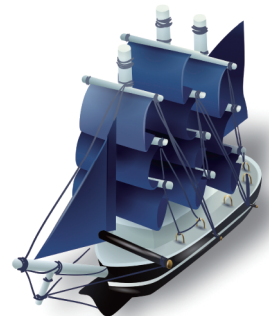
- Support by Industry’s key organizations, companies and government
- Participation of key buyers(purchasing Department) from Korea Coast Guard & Local Police Agencies
- Increase shuttle bus service for invited organizations

Focus on attracting Key Buyers

- Invite key industry buyers through contract with professional agency
- Arrange invitation and 1:1 business meeting upon the request of exhibitors
- Invite VIPs of Korea Coast Guard’s affiliated organizations overseas
- Work in cooperation with local embassies for global buyers

Enhanced Quality & Quantity of Programs

- Increased social awareness of Coast Guard Safety and Security Equipment
- “Doubled-up” Exhibition size and Number of exhibitors than previous exhibition



Buyer Marketing

Aims to attract 2,000 buyers around the world

- 500 International Buyers
Coast Guards(50), Organizations/Associations(100), General buyers(350)
- 1,500 Domestic Buyers
Government & Organizations/Associations(500), Shipbuilding(500), Security(100), General buyers(400)

Promotion Campaign

Mass Promotionon

On-line Promotion

Website, SNS(blog, newsletter, facebook),
Portal site(keyword exposure & banner ads.)

Off-line Promotion

TV/Radio advertisements

Target Promotion

Printed Materials

Mail brochures, invitation and posters

Banners & Boards

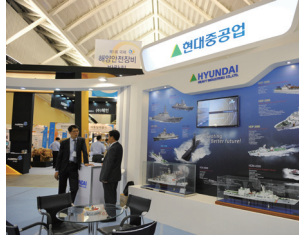
Place banners and boards to populated areas including bus and subway

Press Coverage

Release on daily & weekly newspapers and industry magazines

CGS 2013

» Review of CGS 2013

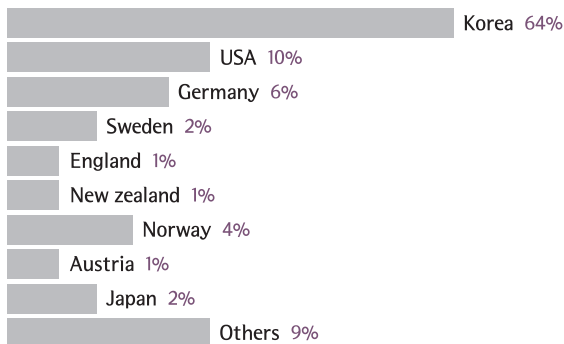


CGS 2013



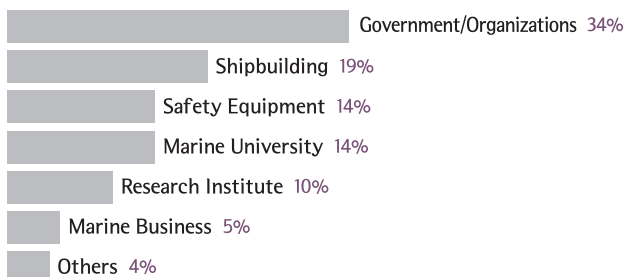
Total Number of Exhibitions

» 202 booths from 92 companies



Visitor Attendance

» 20,866 (International visitors : 264)



- Opening Ceremony
- Product Presentation by Exhibitors
- Workshop for sharing the latest Technology
- Korea Coast Guard's 60th Anniversary Conference
- Korea Sea Grant Week 2013
- Invited Luncheon for Exhibitors
- Korea Coast Guard's 60th Anniversary Symposium
- Investigation Seminar
- 331st Board Meeting of Society of Naval Architects of Korea



- Miniature Warship & Aircraft Exhibition
- KCG Uniform Zone, Photo Exhibition
- Mobile Photo Contest
- Korea Coast Guard Photo Zone
- Symphony orchestra's performance and Magic Show
- KCG Honor Guard Performance
- KCG Equipment Exhibition
- CPR Demonstration
- Hovercraft Boarding Event



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