

# Seoul Motor Show 2021



## Key Data:

Dates:	1 April - 11 April 2021
Press day:	1 April 2021
Frequency:	biennial in Goyang / Seoul
Premier event:	1995
Venue:	KINTEX I + II

Seoul Motor Show is listed in the official fair calendar of the International Organization of Motor Vehicle Manufacturers (OICA) and takes place every two years. Seoul Motor Show is the most important automotive trade fair in South Korea.

## Scope of Exhibits:

- Passenger Cars
- Commercial Vehicles
- Tuning
- Motorcycles
- Automotive parts & components
- Automotive accessories
- Tires
- Measuring, testing and control devices & systems
- Maintenance and repair, garage, workshop & workstation equipment
- Maintenance Products
- Car care products
- Paints, lubricants, additives and other auto supplies
- Related manufacturing technology, machinery, equipment and tools
- Related computer systems and software
- Media

## Exhibitors 2019:

- 21 car brands
- 227 parts and accessories manufacturers and automotive related services

## Visitors 2019:

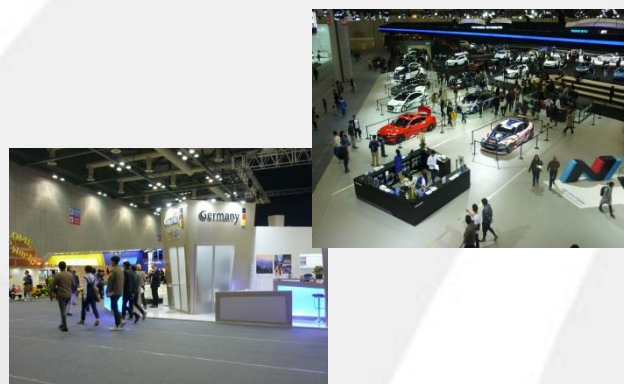
- 628.000

## Exhibition Space 2019:

- 79,851 sqm

## Exhibitor Review 2019:

- A total number of 21 car brands as well as 227 parts and accessories manufacturers and automotive related services. All major international car manufacturers gathered at Seoul Motor Show 2019: Hyundai, Kia, Mercedes-Benz, BMW, Porsche, Toyota, Peugeot, Citroen, Land Rover etc.
- International component manufacturers attended as exhibitors, in the case of the German supplier industry by an Official German Pavilion.



## Official German Pavilion: 1 – 5 April 2021

- Presented by: **Federal Ministry for Economic Affairs and Energy (BMWi)** in Cooperation with: **AUMA Association of the German Trade Fair Industry**
- supported by: **German Association of the Automotive Industry (VDA)**
- organized by: **IMAG GmbH**

## Organizer

- Organizing Committee for Seoul Motor Show:
  - Korea Automobile Manufacturers Association (KAMA)
  - Korea Automobile Importers & Distributors Association (KAIDA)
  - Korea Auto Industries Cooperative Association (KAICA)

## International Partner

- IMAG GmbH