

BUTECH 2009 REVIEW

Busan is an industrial center of Southeast Asia, accounting for over 50% of the total machinery production in Korea. Among other industrial cities in Gyeongsangnam-do including Ulsan, Busan is by far the largest industrial city. The Busan International Machinery Technology Fair 2009 was participated by 350 companies from 22 countries including Japan, China, the U.S.A. and some European nations. These companies occupied a total of 1,300 booths.

A large number of global companies with advanced technologies participated in the fair to share their information with the Korean machinery industry, while over 1,800 buyers from more than 20 countries in North and South America, Europe, and Arab world also attended the fair to consult with manufacturers. For these reasons, we are sure that it will be a great growth opportunity for the Korean machinery industry.

◆ **TITLE**

Busan International Machinery Fair 2009

◆ **DATE**

May, 20 ~ 24, 2009 / 5days

◆ **VENUE**

Busan Exhibition & Convention Center(BEXCO)

◆ **SCALE OF SHOW**

350 Exhibitors, 1300 Booths

◆ **ORGANIZED BY**

Busan Metropolitan City

Busan Machinery Industry Cooperation

Korea Industry Marketing Institute(KIMI)

Korea Trade Investment Promotion Agency(KOTRA)

◆ **SUPPORTED BY**

Ministry of Knowledge Economy

Korea Industrial Complex Corp.

Korea Federation of Machinery Industry Cooperation

◆ **Exhibitor's Index by Country**

NO	Country	Autotech	Mechtech	Dietech	Tweltech	Ensec	Bupam	Total
1	Korea	80	81	21	19	9	35	245
2	Germany	7	11	1	2		4	25
3	U.S.A.	7	6	5	3		1	22
4	China		13	4			2	19
5	Japan	4	3				6	13
6	Taiwan	3			1			4
7	Switzerland		2				2	4
8	Sweden	1			1		1	3
9	France	1			1			2
10	U.K.			1				1
11	Italy	1						1
12	Austria	1						1
13	Hongkong			1				1
14	Denmark	1						1
15	Malaysia		1					1
16	Canada			1				1
17	Finland			1				1
18	Netherlands		1					1
19	Belgium			1				1
20	Singapore		1					1
21	Australia			1				1
22	U.A.E.		1					1
Total		106	120	37	27	9	51	350

◆ Concurrent Event

▶ Export & Purchase Consultation

Date: May 20(Wed.) ~ 22(Fri.), 2009 / 10:00~17:00

Venue: BEXCO Exhibition Hall

Contents: Direct Export Consultation for Participating Companies and Buyers

▶ The 2nd Korea Technology Academy

Date: May 20(Wed.) ~ 24(Sun.), 2009 / 10:00~17:00

Venue: BEXCO Exhibition Hall, Multipurpose Hall M302-1, 2<May 22(Fri.)>

Contents: Scientific Technology Competitive Exhibition of University Students

▶ Robot Event

Date: May 20(Wed.) ~ 24(Sun.), 2009 / 10:00 ~ 17:00

Venue: BEXCO Exhibition Hall(Event Booth)

Contents: Displaying Ever-1, Competition Robot, Dancing Robot, Trobot Trial Ride Experience

▶ New Technology & Product Seminar

Date: May 20(Wed.) ~ 22(Fri.), 2009

Venue: BEXCO Multipurpose Hall M201-1, 2 / M302-1, 2

Presentation Company: Participating Companies

Date	Theme	Place	Company
5. 20(Wed.) 13:30 ~ 16:00	- Busan Auto Parts Industrial Forum	M201-1, 2	Noksan Cluster Promotion Division of Korea Industrial Complex Corporation
5. 21(Thu.) 10:00 ~ 10:50 11:00 ~ 11:50	- DCI Energy-Saving Waste Water Treatment System & Waste Solvent Recycling System - Pb-Free Precision Selective Soldering System for Car Electronics & PCB Manufacture Industry	M201-1	Sunny Tech Trading Co., Ltd.

5. 21(Thu.) 13:00 ~ 14:30	- Gas Boosting Systems for Offshore Solutions for the Oil and Gas Industry & Oil Refinery - Liquid Pump Using for High Pressurizing Test	M201-1	Songwon System Co., Ltd.
5. 21(Thu.) 14:00 ~ 17:30	- Southeastern Mold Industrial Forum 2009	M302-1, 2	BKMIC, KSDME, KIPECH
5. 21(Thu.) 15:00 ~ 16:00	- High Performance PVD and CVD Diamond Coatings for Cutting Tools	M201-2	CemeCon AG
5. 22(Fri.) 13:00 ~ 15:00	- The Excellent Product Desing that Make Use of Solid Works Solution	M201-1	Smart Information System Co., Ltd.
5. 22(Fri.) 15:30 ~ 17:30	- Deliquescent Air Dryer	M201-1, 2	Bauman Co., Ltd.

◆ Seminar

▶ Academic Conference of the Korean Society of Mechanical Engineers

Date: May 21(Thu.) ~ 22(Fri), 2009 / 09:00~18:00

Venue: BEXCO Convention Hall, Multipurpose Hall

Theme: Kinetics & Control Section, Heat Engineering Section, Hydraulic Engineering,

Energy & Power Engineering Section, Reliability Section, Bio Engineering Section

Contents: 477 Technology Thesis Presentations, Displaying Posters, Equipment Exhibition

◆ Visitors according to date(Total visitors: 129,209)

	5. 20(Wed.)	5. 21(Thu.)	5. 22(Fri.)	5. 23(Sat.)	5. 24(Sun.)	Total
Total	12,579	10,372	23,600	34,600	27,849	109,000
Domestic	11,314	9,390	22,781	34,370	27,655	105,510
Oversea	1,265	982	819	230	194	3,490

◆ **Result of Export & Purchase Consultation**

(Unit \$)

Date	Domestic	Oversea	Total	Contract
5. 30(Wed.)	126,008,000	121,809,000	247,817,000	76,204,000
5. 31(Thu.)	179,273,000	119,272,000	298,545,000	103,742,000
6. 1(Fri.)	110,209,000	73,472,000	183,681,000	34,650,000
6. 2(Sat.)	80,285,000	32,979,000	113,264,000	19,241,000
6. 3(Sun.)	52,061,000	20,882,000	72,943,000	15,598,000
Total	547,836,000	368,416,000	916,252,000	249,435,000

◆ **Overseas buyer(total buyers: 1,874)**

(Unit %)

China	Japan	the Middle East	Europe
8.7	7.8	18.3	9.4
Southeast Asia	Africa	North America	etc.
31.3	12.4	7.8	4.3

◆ **Purpose of visit**

(Unit %)

Purchase business talk	Information gathering	General visit	Market research
31.9	26.8	23.2	18.1

"Busan International Machinery Fair 2009 ended successfully.

Constructing foundation of unified Machinery Exhibition."

Busan International Machinery Fair 2009, was held over 5days May 20 ~ 24, 2009 in BEXCO, ended successfully.

In this Fair, which was jointly held by Busan Metropolitan City, Busan Machinery Industry Cooperation, and Korea Industry Marketing Institute. 1,874 buyers in 24 countries visited and made 2,136 contracts, 249,435,000 dollars worth.

There were 7,465 consultations including domestic demand and accomplished 916,252,000 dollars. And 109,000 visitors came to see.

This is a numerical value exceeded over 183% comparing with original goal, 500,000,000 dollars.