



Smart GEO Expo 2021  
2021 스마트국토엑스포

# 2021 스마트국토엑스포

## SMART GEO EXPO

또 하나의 대한민국, 디지털 트윈국토가 미래를 디자인하다

2021.7.21<sup>Wed</sup> ~ 7.23<sup>Fri</sup> COEX

# SGE 2021 Program & Guideline to Business Meeting

# <Overview of the Expo>

Event Name

**SMART GEO EXPO 2021**

Date

- Offline: July 21(Wed) ~ July 23(Fri), 2021
- **Online:** July 21(Wed), 2021 ~ Before the next EXPO (permanent operation)

Venue

- Offline: Auditorium, Conference Room, C3 and C4 Halls(Exhibition)
- **Online:** Online Platform (PC/Mobile(IOS/Android) Accessible)

Host/Organizer

Ministry of Land, Infrastructure and Transport /Korea Land and Housing Corporation  
/Korea Land and Geospatial Information Corporation /Korean Research Institute for Human Settlements  
/Korea Geospatial Information Industries Cooperative /Spatial Information Industry Promotion Institute  
/Spatial Information Quality Management Service /Korean Association of Spatial Information, Surveying & Mapping

Slogan

Digital Twin, Design the Smarter Future

Programs

Opening Ceremony, Exhibition(On/Offline), Conference, Business Meeting, Showcase

Webpage

[www.smartexpo.kr](http://www.smartexpo.kr)

## *New type of composition facing the COVID-19* Hybrid exhibition simultaneously linking on/offline exhibitions

On/Offline exhibition spaces where the trends  
and new technology information of the geospatial information industry can be introduced and shared

### 01 Simultaneous on/offline exhibitions operation **Hybrid exhibition**

- Hosting Korea's largest EXPO participating geospatial information institutions and industries
- Operating continuous exhibition through metaverse implemented online exhibition

### 02 Global/Business program **Creating of domestic /international business opportunities**

- Constructs a sustainable global cooperation system
- Encouraging companies to enter foreign markets and providing sustainable business opportunities

### 03 Conference **Trends in geospatial information**

- Sharing various topics on geospatial information within institutions and industries
- Sharing and seeking for geospatial information technology innovation including the new trends and tasks to do for the future

## Korea's Largest Geospatial Information EXPO

# SMART GEO EXPO'S SPECIALIZED EXHIBITION

Diverse zones composed for sharing, introducing the latest trends of the geospatial information industry

Expressing the theme of the SMART GEO EXPO

### 01 Digital Twin Geo Theme Exhibition Zone

- Showing the present and future of the digital twin geo industry
- Offering a social place where people could try and experience the new technologies and future image of the geospatial information industry

See the latest domestic and international trends

### 02 Geospatial Information Convergence Exhibition Zone

- Sharing the trends of the geospatial information within the public and private companies
- Converging various fields to create new synergy

Sharing geospatial information policy

### 03 Public Service Exhibition Zone

- Introducing major businesses and visions of the organizers of the SMART GEO EXPO
- Introductory on getting to know the policy and its vision of the host/organizer

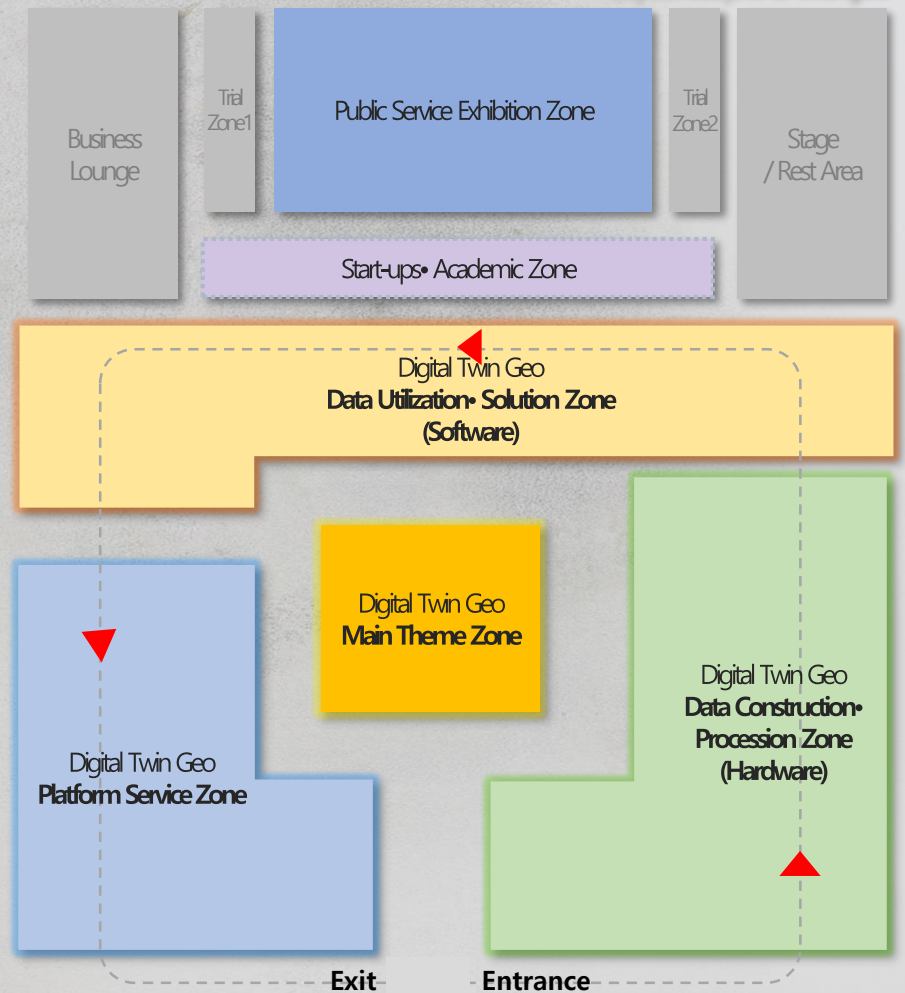
# Offline exhibition hall embedded with digital twin technology

## Composition (plan) of storytelling based on the entire cycle of digital twin exhibition

\* Layout subject to changes



<Venue>



<Exhibition Hall Layout>

## Strengthening the continuity of the event through online exhibition archiving

# Permanent operation all year round making the business effect sustainable

Creating business opportunities through permanent operations all year round  
and offering customized promotion strategies with analyzed data

Without temporal and spatial restrictions,

### 01 Permanent operations, 24/7 all year round

- Providing convenient accessibility regardless of time and place
- Providing exchanging of business cards, corporate promotion materials, chatting, and consultation for effective business

Easily access with internet

### 02 Creation of domestic and overseas business opportunities

- Business opportunities given to domestic/overseas companies and institutions that cannot participate in the offline event
- Be worldly known by joining the international event which uses accessible platform even to overseas companies

Through quantified data analysis,

### 03 Presenting customized strategies for the next Expo

- Data collection and quantification from each participant's perspective such as exhibition host, participating companies, and buyers
- Presenting customized strategies part by part through data analysis

*Korea's first online exhibition based on digital twin technology*  
**Implementation of 3D Metaverse for Smart Geo Expo**  
**accessible anywhere**

Realizing offline exhibition hall booths as online exhibition halls with digital twin technology,  
a core technology for spatial information



- Spatial composition: Independent booth exhibition hall / General booth exhibition hall / Conference hall / Business hall
- Up to 120 booths per exhibition hall



## Real-time Meeting Using Video Meeting Platform

- Registration: Online registration through SGE 2021 website ([www.smartgeoexpo.kr](http://www.smartgeoexpo.kr))
- Date: 21(Wed) ~ 23(Fri) July, 2021
- Venue: COEX(Samsung-dong, Seoul, Korea)
  - \* Overseas participants attend the meeting through video meeting system(i.e Zoom), details to be informed
- Eng/Kor Simultaneous interpreter would be provided upon request by the Secretariat
- **Remuneration of Participation: USD 50/meeting**
  - Submission documents such as a copy of your company's bank info(Name, Branch Name, Account Number, Account Holder's Name, SWIFT Code, Post Address, Tel No.), Copy of Bankbook, Company Registration, and Your Passport is required

## Business Meeting Schedule

Registration for  
Participating Companies  
(Korean Seller)  
(~ June 11 (Fri.))



Sign up and Registration for  
Participating Companies  
(Overseas Buyer)  
(~ June 25 (Fri.))



Meeting Requests  
from Overseas Buyer  
to the Seller  
(~ June 25 (Fri.))



Meeting Confirmation  
Upon the Approval of the Seller  
(~ June 25 (Fri.))



Final Notifications would be sent  
to the Seller and the Buyer  
(Around end of June)



Rehearsal and Business Meeting  
(During the Expo)



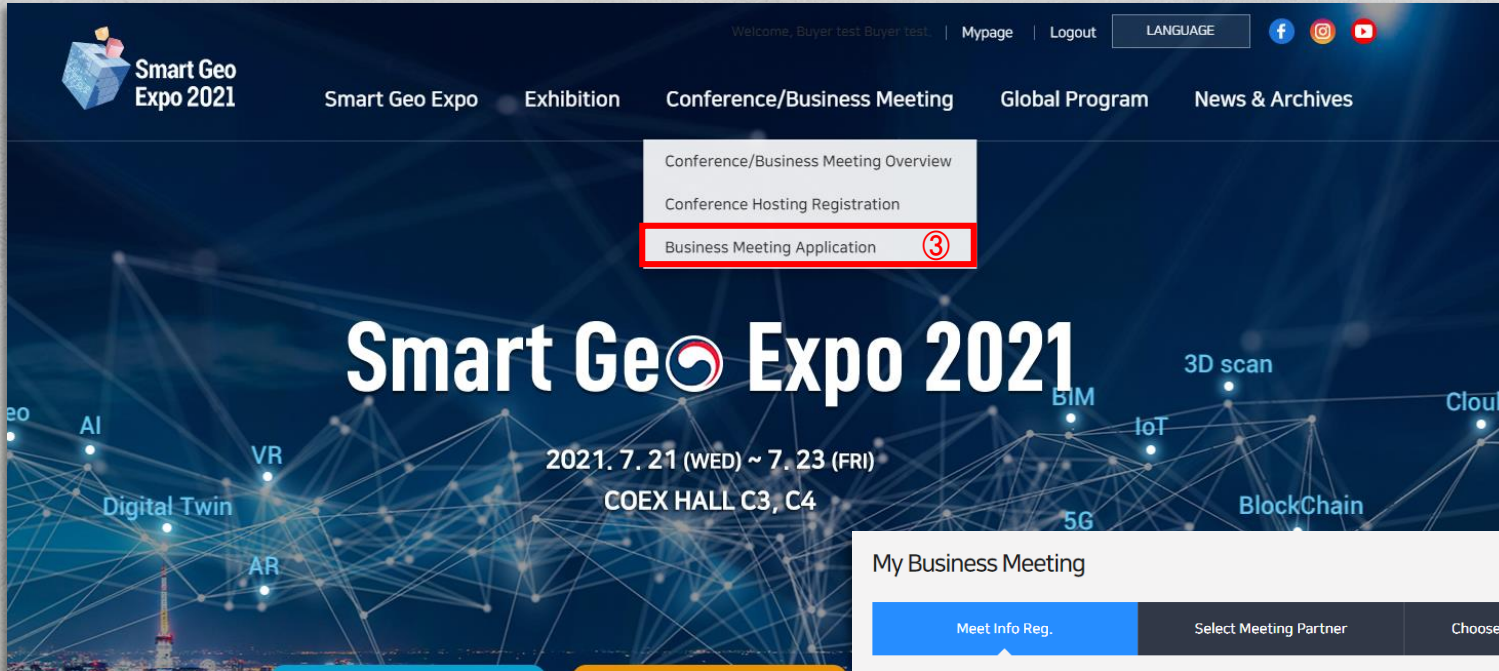
## Business Meeting Procedure – Sign-in



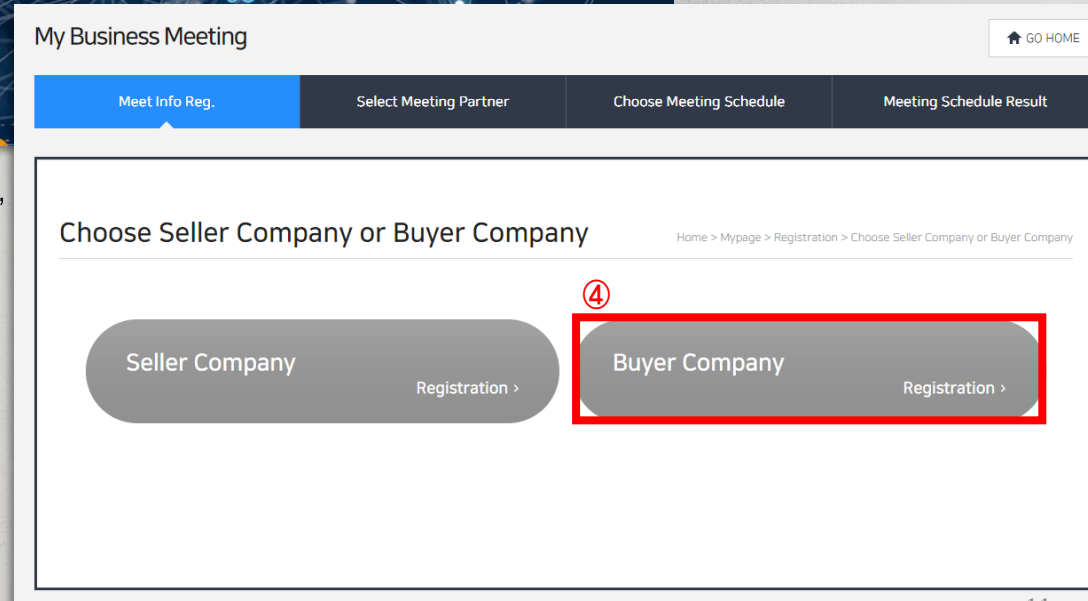
① Visit SGE 2021 webpage (<https://smartgeoexpo.kr/fairDash.do?hl=ENG>)

② Sign-in

## Business Meeting Procedure – Buyer Registration



- ③ Click "Business Meeting Application"
- ④ Register as a 'Buyer Company'



## Business Meeting Procedure – Select Meeting Partner

Welcome, Test Test!

Member Info

1. My Exhibition

- Exhibition req.

**2. My Business Meeting**

- My Status
- ⑤ Select Meeting Partner
- ⑥ Choose Meeting Schedule
- ⑦ Meeting Schedule Result

3. My Visitor Info

- Pre-registration

My Exhibition | **My Business Meeting** | My Visitor Info | My Conference

Apply Status

ITEM	Period	Status
My Status	~ 2021.06.11	<a href="#">Complete / Modify</a>

You are currently in status of pending approval by secretariat.  
Only approved participant can lookup the list of business meeting partners and meeting arrangement status.

Select Meeting Partner	~ 2021.06.11	<a href="#">Apply</a>
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Meeting Status

[Print](#) Meeting Schedule Result

classification	Partner's Request	My Request	TOTAL
Confirmation	0	0	0
Waiting	0	0	0

⑤ Check the companies list on the “Select Meeting Partner” button.

## Business Meeting Procedure – Check Meeting Partner

My Business Meeting GO HOME

My Status **Select Meeting Partner** Choose Meeting Schedule Meeting Schedule Result

### Participant List

Home > My Business Meeting > Participant List

- Construction of Geospatial Information Infrastructure - - Geospatial Information Solutions -  
- Geospatial Information Converging Technologies -  
Company Name    Meeting requested

#	Participant Type	Company Name	Web-site	Meeting Request Status	Details
10	Seller Company	0424TEST 테스트0424	http://test123.com	No Status	<input type="button" value="Details"/>
9	Seller Company	TEST TEST	www.testtest.com	No Status	<input type="button" value="Details"/>
8	Seller Company				

⑤-1. Check the company info and request a meeting

My Status **Select Meeting Partner** Choose Meeting Schedule Meeting Schedule Result

### Seller Company Details

Home > Request > Seller Company Details

Company Information

Exhibitor Type	<input checked="" type="radio"/> Booth Exhibitor <input type="radio"/> Non-Booth Exhibitor		
Company name	0424TEST	CEO Name	BK
Registration no.	89-0424-0513		
Address			
Web-site	test123.com	Tel.	123412341234

### Business Meeting Procedure – Select(V check) Meeting Schedule

My Business Meeting GO HOME

My Status | Select Meeting Partner | **⑥ Choose Meeting Schedule** | Meeting Schedule Result

#### Choose Meeting Schedule

Home > Mypage > Choose Meeting Schedule

Buyer Company Name

Meeting Schedule

Available Time    Meeting Unavailable    Arranged Time

\* The meeting time is Korean Time Based(GMT+9hrs).  
When you click the meeting time, the changes will be saved in real time.

Date: 07-21 Unlock All Block All

<input type="checkbox"/> 13:00 - 13:30	<input type="checkbox"/> 13:30 - 14:00	<input type="checkbox"/> 14:00 - 14:30	<input type="checkbox"/> 14:30 - 15:00	<input checked="" type="checkbox"/> 15:00 - 15:30	<input checked="" type="checkbox"/> 15:30 - 16:00	<input checked="" type="checkbox"/> 16:00 - 16:30	<input checked="" type="checkbox"/> 16:30 - 17:00
<input type="checkbox"/> 17:00 - 17:30	<input type="checkbox"/> 17:30 - 18:00						

⑥ Check your availability of meeting schedule at “Choose Meeting Schedule” as a reference to the seller (The seller could adjust the schedule after)

My Business Meeting GO HOME

My Status | Select Meeting Partner | Choose Meeting Schedule | **⑦ Meeting Schedule Result**

#### Meeting Request Status

Home > Mypage > Meeting Request Status

Buyer Company Name

Meeting Schedule Result Print


Date	07-21										
Time	13:00 - 13:30	13:30 - 14:00	14:00 - 14:30	14:30 - 15:00	15:00 - 15:30	15:30 - 16:00	16:00 - 16:30	16:30 - 17:00	17:00 - 17:30	17:30 - 18:00	
Arranged Meeting											

⑦ Check your meeting schedules at “Meeting Schedule Result”

## Business Meeting Procedure – Meeting Matching Completed

- Once the seller accept your meeting request, a message will be sent to your registered email as the sample below
- Final guideline will be sent to your registered email from SGE 2021 secretariat
- A notification from SGE staff would be forwarded prior to the meeting for the prearrangement and rehearsal.

⑧ [Example: Meeting Request Accepted Message]



**Request Accepted**

Congratulations!  
Your [meeting request has been accepted](#) Seller Company

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Please check the final meeting hour, place, at your meeting result page. More information regarding this request and accepted results can be found at your Meeting Result page.

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[My Business Meeting](#)

⑧ Once the seller accepts your meeting request, a message will be sent to your registered email and click “My Business Meeting” button to check your meeting schedule.