



B2B MEETING

## OVERVIEW

The annual Import Goods Fair (IGF hereafter) is a flagship project organized by Korea Importers Association (KOIMA hereafter) since 2004. Between June 23–25, 2022, KOIMA has successfully hosted **The Import Goods Fair 2022** (IGF 2022 henceforth). IGF 2022 marks the 19<sup>th</sup> anniversary of this annual event. **91 exhibitors**, including **57 embassies**, from **61 countries**, comprised of Korean importers, foreign exporters, the foreign Embassies in Korea, and other partner organizations participated, occupying in **121 booths**.

As a trade organization that focuses on import, KOIMA has proudly organized **7 Seminars** on trade policy and business strategy, along with **184 B2B Meetings**, both online and offline. B2B has been the buzzword throughout KOIMA's preparation of the IGF 2022. From the onset, KOIMA spared no effort in making sure this event rightfully serves the interest of businesses across the world. **The Import Goods Fair 2023** is scheduled to take place **from June 29<sup>th</sup> 2023 to July 1<sup>st</sup> 2023** at **COEX, Hall C1 & C2**, Seoul, Korea.

# GOALS

The annual Import Goods Fair aims to achieve mainly three things.

## ① Intermediating B2B Meetings

B2B Meeting is at the heart of KOIMA's mission. For businesses unfamiliar with the Korean market, matching up with the right business partner is at the crux of making their way to the Korean market successfully. Korean businesses are as interested and eager to importing competitive commodities from outside of Korea. They always eye on new products that are like to fare well in the country. B2B Meeting may not be an end of itself, but an important steppingstone to achieving mutual benefit.

## ② Consolidating Global Network

B2B Meeting is likely be in void until and unless supported by the Embassies and Trade Representatives in Korea. For the IGF 2022, we were delighted to have **61 countries** represented at the Fair, not to mention **57 Ambassadors** at the opening ceremony of the event. The IGF Secretariat is looking forward to increasing that numbers. Going forward, any embassies or trade missions in Korea unrepresented in our previous events are more than welcomed to take part in KOIMA's future events, the IGF in particular.

### VIP Luncheon



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