

AUTONOMY, THE DRIVER OF SUSTAINABILITY •

BUYER DELEGATION PROPOSAL

• **AW 2026**

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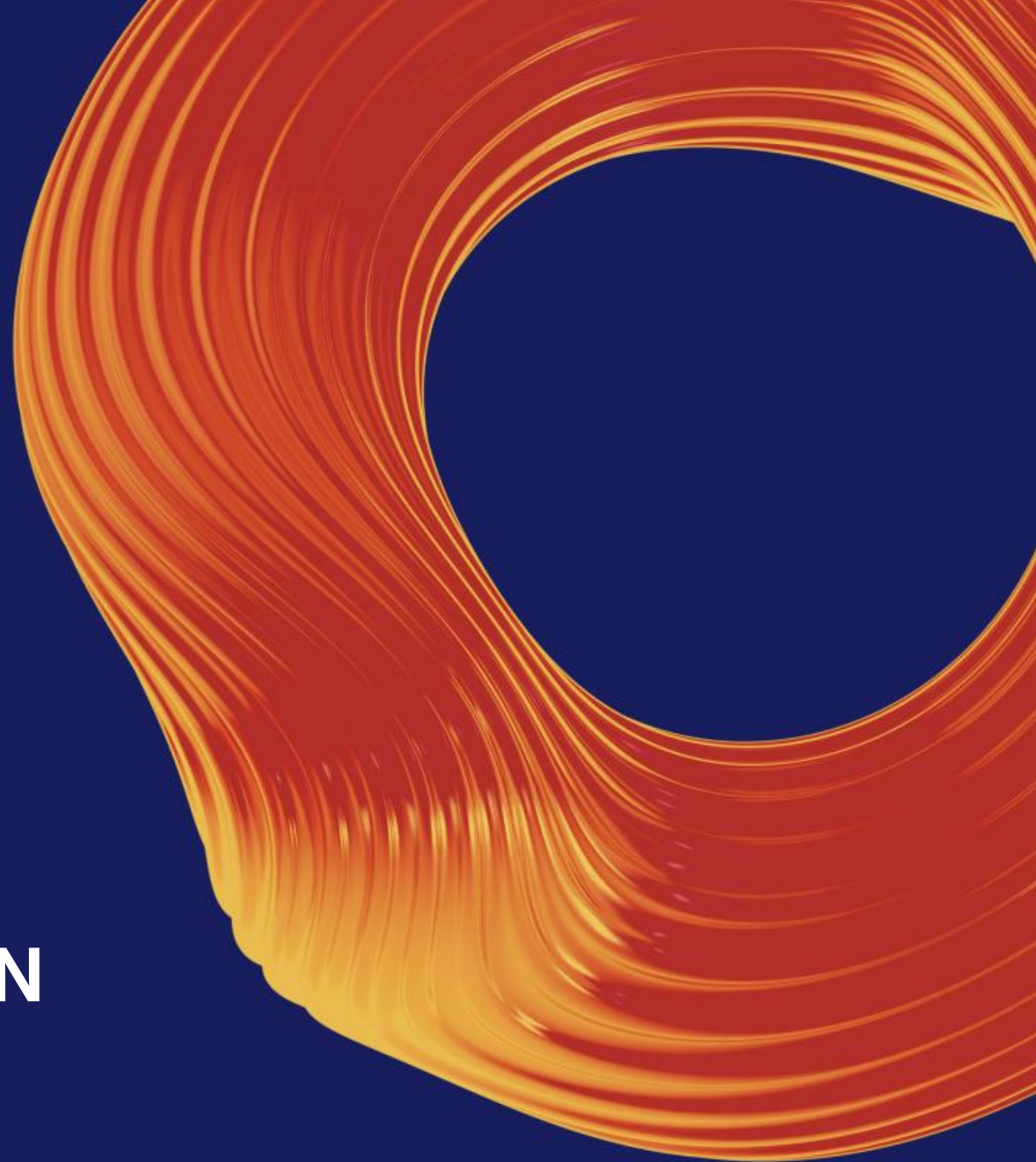
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AW LEGACY



AW 2025 *aimex*

WHERE INNOVATION MEETS INDUSTRY

Launched as the first factory automation trade show in Korea ever since its inception in 1990, AW has built its reputation as the major platform for cutting-edge automation technology at home and abroad.

Now AW covers the entire spectrum of smart and digital automation – including factory automation, machine vision, smart logistics, and AI - from what is feasible today to the vision of a fully digitalized industrial world.

AW LEGACY

WHERE INNOVATION MEETS INDUSTRY



1990

'aimex'

Launched Korea's first factory automation exhibition (KOFA)



2012

'Korea Vision Show'

Expanded to machine vision technologies for quality inspection



2015

'Smart Factory Expo'

Showcasing smart factory innovations for the 4th Industrial Revolution



2023

'Smart Logistics Zone'

Introduced a special zone dedicated to smart logistics solutions



2024

'AW VIETNAM'

AW's first overseas brand exhibition launched in Vietnam

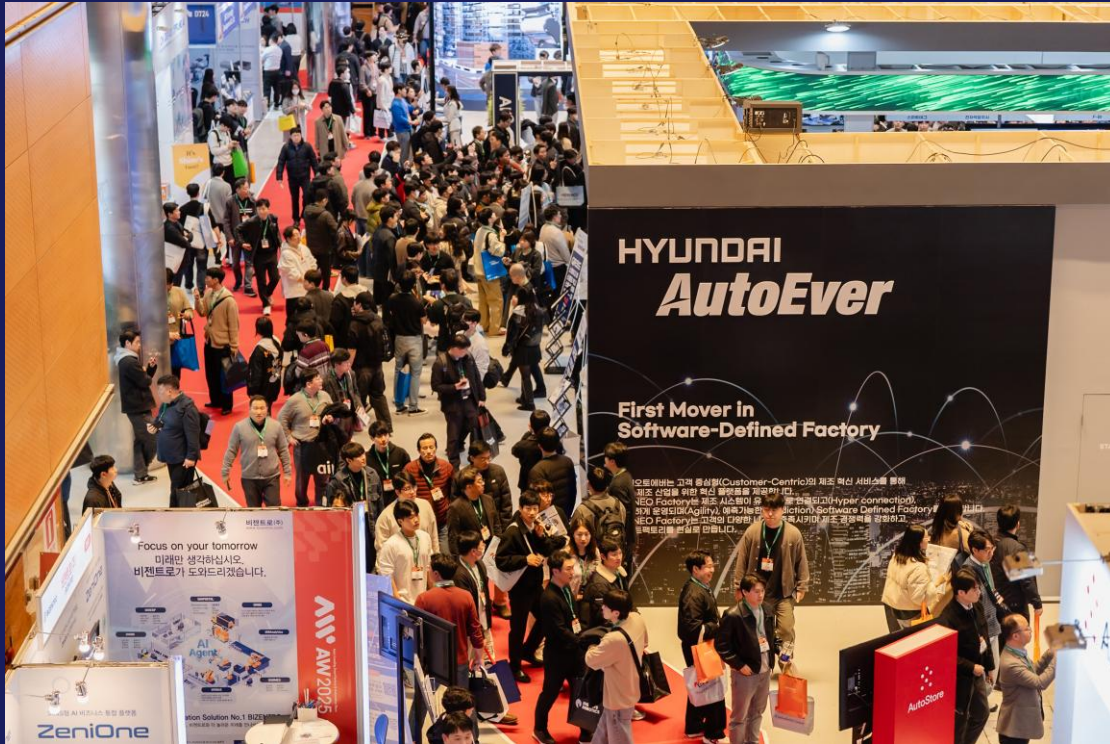


2026

'AI Factory & Humanoid Robot Pavilions'

New special zones

AW IMPACT



AW 2025 Smart Factory Expo

POWER IN NUMBERS

With over 10,000 exhibitors and nearly 900,000 industry professionals since its launch in 1990, AW stands as Asia's leading smart manufacturing platform. Fueled by growing industry demand, AW will expand its scale beyond 40,000m² in 2026, following the record-breaking 70,000 visitors in 2025.

AW IMPACT

POWER IN NUMBERS : AW 2025



EXHIBITORS

500 COMPANIES
2,200 BOOTHS



PARTICIPATING COUNTRIES

14 NATIONS
51 COMPANIES

VISITORS

70,237



OFFLINE BUYERS

60,917



ONLINE BUYERS

678,599

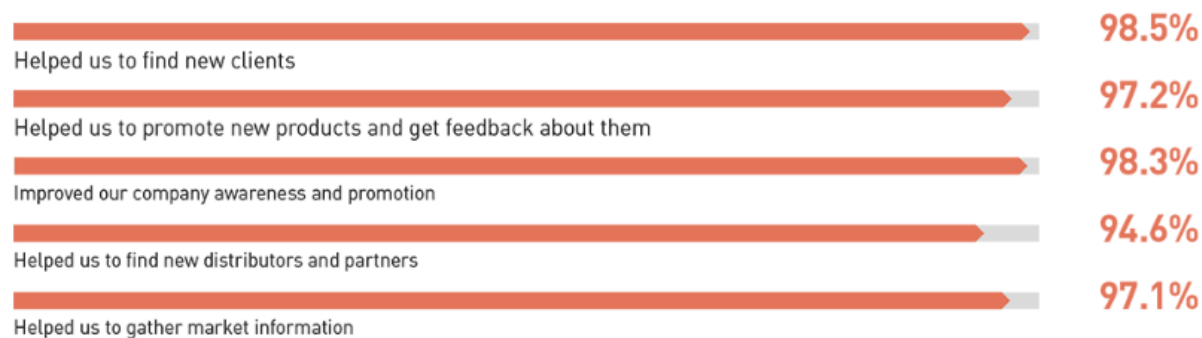


AW IMPACT

POWER IN NUMBERS : AW 2025

Exhibitor Survey

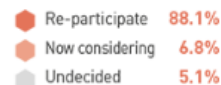
Exhibitors' Satisfaction Level per each Performance



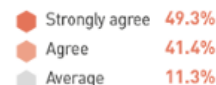
2025 Re-Participation Rate



Status of 2025 Rebooking
317 Exhibitors
1,674 Booths



Industry Representativeness and Professionality



Buyer Survey

Top 10 Industry Type

Semiconductor / Electronics	21.6%
Automation Components / Robots / Materials	21.4%
Industrial IT / Network	19.5%
Sensor / Control Technology	8.2%
Logistics	6.5%
Chemicals / Plant / Steel	5.5%
Automotive	5.1%
Lab / Organization / Association	4.4%
Electric / Drive	4.0%
F&B	3.8%

Top 10 Field of Interest

Robot / RPA	18.1%
Control Technology	13.7%
Manufacturing Software / IT	13.5%
Sensor Technology	11.9%
Logistics System	10.5%
Industrial Image Processing / Vision	8.5%
Measurement Technology	8.1%
Drive System & Components	6.3%
Human-Machine Interface Equipment	5.1%
Machinery Infrastructure	4.3%

Purpose of Visit

To keep current with industry trends	33.6%
General visit	27.7%
To find new distributors and partners	16.2%
To find new clients	8.2%
To consult on purchasing	5.4%
To visit clients	4.8%
To visit concurrent events	2.6%
To consider the participation for 2025	1.5%

AW 2026



AW 2025 aimex

NEW THEME, NEW TECH, NEW VALUE

AW 2026 will launch under the theme, *“Autonomy, the Driver of Sustainability,”* marking its largest edition yet. With two new pavilions—AI Factory and Humanoid Robotics—joining the Smart Logistics Zone, AW will evolve into Korea’s leading manufacturing exhibition bridging the past and future of industrial automation.

AW 2026

NEW THEMES, NEW TECH, NEW VALUE

AUTONOMY,
THE DRIVER OF
SUSTAINABILITY

2026.3.4(Wed) - 6(Fri), Coex, Seoul



TITLE	AW 2026
DATE	MAR.4(WED.) – MAR.6(FRI.), 2026
VENUE	COEX HALL A, B, C, D, LOBBY, THE PLATZ, Grand Ballroom
EXPECTED SCALE	500 Exhibitors / 2,200 Booths / 80,000+ Visitors
SPECIAL ZONE	Smart Logistics Zone, (New) AI Factory Pavilion, (New) Humanoid Pavilion
CONCURRENT EVENTS	Over 200 professional sessions & seminars, CEO SUMMIT, AW Docent Tours

AW 2026

NEW THEMES, NEW TECH, NEW VALUE

Hall Composition

The Platz

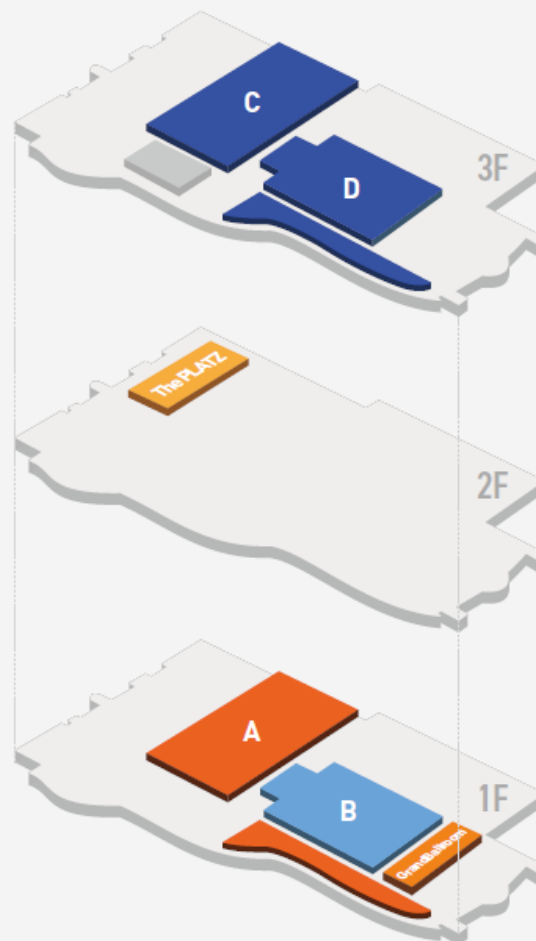
AI Factory Pavilion

AI Products & Technologies,
Physical AI, Robotics,
AI Infrastructure,
AI Robotics, Emerging Tech

Hall A & B Lobby

aimex

Sensor, PLC, DCS, Motion Control,
Industrial PC, Drive, FA System,
Automation Components, etc.



Hall D

Smart Factory Expo / Smart Logistics Zone

AGV/AMR, AS/RS, Picking System, Forklift,
Conveyor, Logistics Solution

Hall C & D Lobby

Smart Factory Expo

Digital Factory, Big Data, AI, Cloud Computing,
Smart Factory Solution, PLM, MES, ERP,
Smart Sensor, Industrial Robots, IIoT

Hall B

Korea Vision Show

Industrial Cameras, Lens and Lights,
Image Processing Software, etc.



aimex

Sensor, PLC, DCS, Motion Control,
Industrial PC, Drive, FA System,
Automation Components, etc.



Korea Vision Show

Industrial Cameras, Lens
and Lights, Image Processing
Software, etc.



AI Factory Pavilion

AI Products & Technologies, Physical AI,
Robotics, AI Infrastructure, AI Robotics,
Emerging Tech



Smart Factory Expo

Digital Factory, Big Data, AI,
Cloud Computing, Smart Factory
Solution, PLM, MES, ERP, Smart
Sensor, Industrial Robots, IIoT

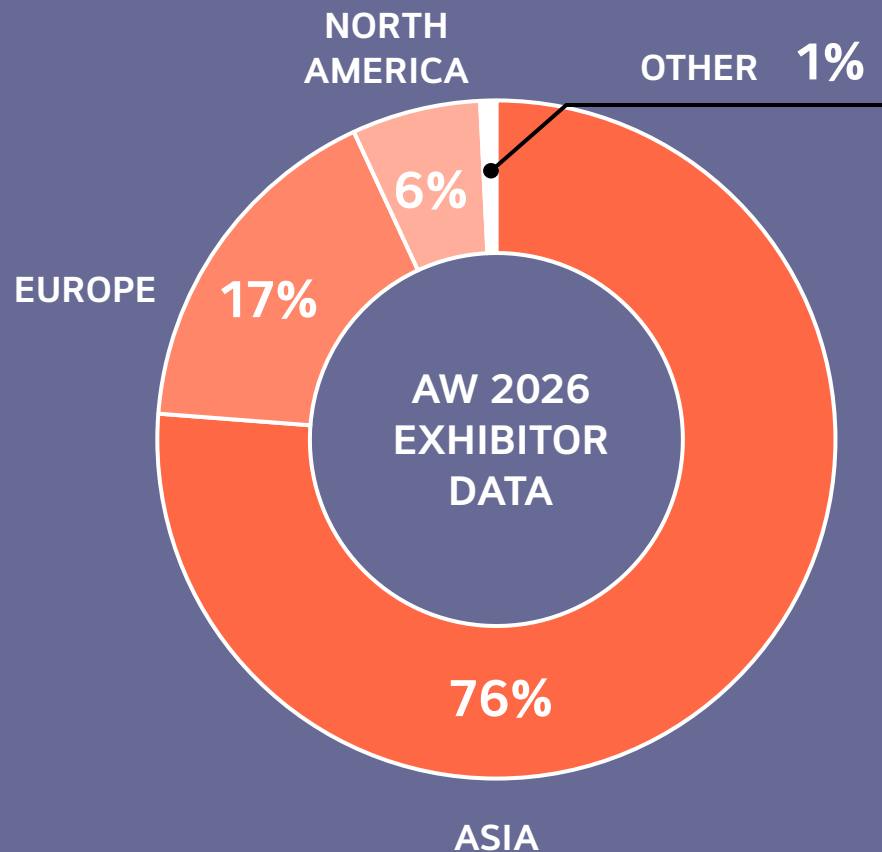


Smart Logistics Zone

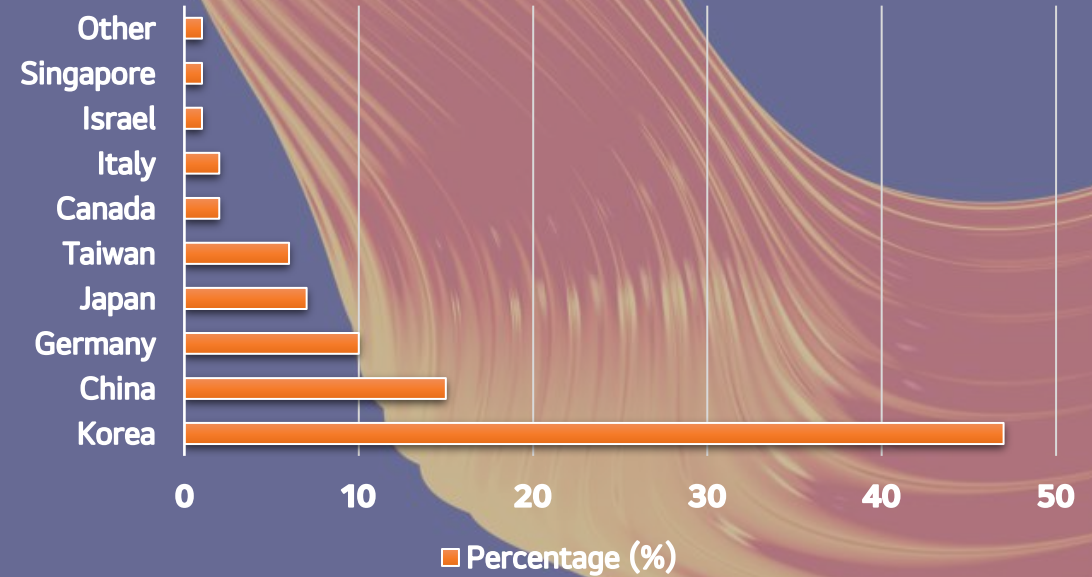
Smart Logistics, AGV/AMR, AS/
RS, Picking System, Forklift,
Conveyor, Logistics Solution

AW 2026

NEW THEMES, NEW TECH, NEW VALUE



Top Exhibitor Countries



AW CONNECT



AW 2025 Industrial Intelligentization Conference

BUSINESS BEGINS WITH THE RIGHT CONNECTION

So far AW has attracted more than 8,000 domestic and foreign exhibitors and 820,000 highly qualified visitors, serving as a prime opportunity for global automation professionals to connect and collaborate.

This is your chance to network with global automation manufacturers, tech providers and vendors, and to accelerate your products, solutions, or ideas.

AW CONNECT

BUSINESS BEGINS WITH THE RIGHT CONNECTION



ABOUT 200 PROFESSIONAL SEMINARS/CONFERENCES

- Industrial Digital Transformation Conference
- Intelligent Robotics Conference
- Machine Vision Seminar
- Exhibitor Seminar



PRESS CONFERENCE

During the exhibition, many participating companies host media briefings to unveil their latest technologies and innovations. These press events offer a first look at cutting-edge products and provide direct insights from key executives, making a prime destination for breaking industry news.

AW CEO SUMMIT

The AW CEO Summit is an exclusive breakfast meeting that brings together executives from participating companies – including major corporations – and key industry leaders. It offers a unique platform to share insights, explore future visions of industrial automation, and build meaningful connections.



AWesome Night

AWesome Night, AW's signature networking event, brings together organizers and exhibitors for an evening of connection and celebration. Held on the first day of the show, it features a vibrant atmosphere with music, refreshments, and fun activities, creating the setting to build relationships beyond the exhibition floor.



AW DOCENT TOUR

The AW Docent Tour is a curated program that connects exhibitors with visitors through guided sessions across key booths. Participants gain in-depth insights directly from company representatives, enabling two-way communication that enhances both exhibitor satisfaction and visitor experience.



OPEN INNOVATION ROUND

The Open Innovation Round is a pitching event where AW exhibitors present their innovative business models to leading corporate VCs. This platform not only spotlights next-generation technologies but also fosters real-time collaboration discussions – offering exhibitors a prime opportunity to explore strategic partnerships with major industry players.

AW GLOBAL



CONNECT US. CONNECT THE WORLD.

AW is expanding beyond borders. With over 8,000 domestic and international exhibitors to date and participation from 14 countries in 2025 alone, AW Seoul stands as a global hub for smart manufacturing. Now, with the launch of AW Vietnam, the AW brand continues its journey as Asia's key platform for smart manufacturing innovation.

AW GLOBAL

CONNECT US. CONNECT THE WORLD.

AUTOMATION WORLD VIETNAM 2024

Sep. 25th(Wed.) - 27th(Fri.), 2024 | WTC Expo, Binh Duong

Expected Scale	150 Exhibitors / 200 Booths
Composition	Smart Factory Expo Vietnam Factory Automation Expo Vietnam Vision Expo
Concurrent Events	1:1 Biz-matching, conferences, networking party

AUTOMATION WORLD VIETNAM 2025

Aug. 27th(Wed.) – 29th(Fri.), 2025 | WTC Expo, Binh Duong

Expected Scale	200 Exhibitors / 300 Booths
Composition	Factory Automation Smart Factory, Smart Vision Smart Logistics
Concurrent Events	1:1 Biz-matching, conferences, networking party



**AW
BUYER
DELEGATION
PROGRAM**



ELIGIBLE BUYER PROFILE

01

ROBOTICS

Cobot, Logistics Robot, Gripper, Humanoid



02

SMART LOGISTICS

LMS, Conveyors, Material Handling Systems, AGV/AMR



03

SOFTWARE

Factory Automation Solution / Platform, Control System, MES



04

COMPONENTS

Sensors, Meters, Electrical Panels, Drives, Switches, Motors



05

IIoT

Industrial Computers, Servers, Embedded Systems, Digital Twin



06

VISION SYSTEM

Industrial Cameras, RFID, Machine Vision, Lenses, Scanners, Smart Sensors



07

AI FACTORY

AI Products & Technologies, Physical AI, AI Infrastructure, AI Robotics, Emerging Tech



AW BUYER DELEGATION

BUSINESS MATCHING PROGRAM

- Preferred Size : 10~20 people
- Biz-matching Dates : March 4 (Wed.) – March 5 (Thu.)
- ※ Up to two buyers per company may participate.
- ※ All participants are required to conduct at least 6 business meetings every day during the two-day exhibition period and submit a meeting report daily.
- ※ Interpretation services are NOT provided. English meetings are recommended. If required, the Secretariat can connect you with external interpretation service providers.



SPECIAL BENEFITS FOR BUYERS



FREE ACCOMMODATION

Complimentary 2-night stay
at a 4-star or higher hotel
(near Coex)



AIRPORT SHUTTLE BUS



AW NETWORKING PARTY (FIRST DAY)



AW DOCENT TOUR



EXCLUSIVE SEOUL TOUR (LAST DAY)



TOURIST PASS

Pass includes free & discounted
tickets to tourist attractions and
free use of public transportation
(bus & metro) for 48 hours

AW BUYER DELEGATION

BENEFITS FOR OFFICIAL PARTNER INSTITUTIONS



Listed as *Official Buyer Delegation Partner* in AW 2026 promotions



Institution name and logo featured in AW website, show guide, onsite banners, AW press releases and partner communication channels



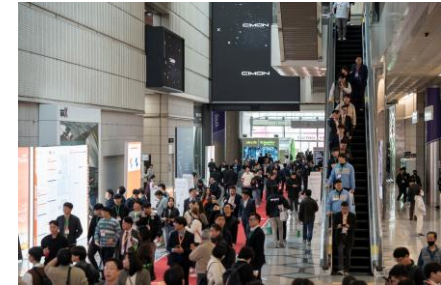
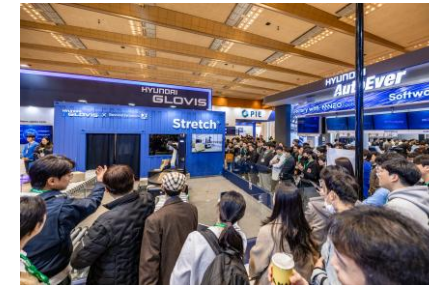
Invitation to official networking party
(Complimentary F&B service included)



Opportunity to Host an Overseas Market Seminar
(Session room and basic equipment will be provided)



For groups of 10 or more, one group leader will be provided with a 2-night hotel stay and an economy-class airfare.



AUTONOMY, THE DRIVER OF SUSTAINABILITY •

THANK YOU!
SEE YOU IN AW 2026!

Click the icons below!



AW 2025 OFFICIAL VIDEO



APPLY FOR AW 2026 BUYER DELEGATION



AW 2026 Brochure

AW 2026 SECRETARIAT



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AW 2026