BUILT BY AI, DRIVEN BY AUTONOMY

BUYER DELEGATION PROPOSAL

Asia's Leading Manufacturing AX Expo

AW2027

March 3rd(Wed) – 5th(Fri), 2027

Coex, Seoul, South Korea

AW2027

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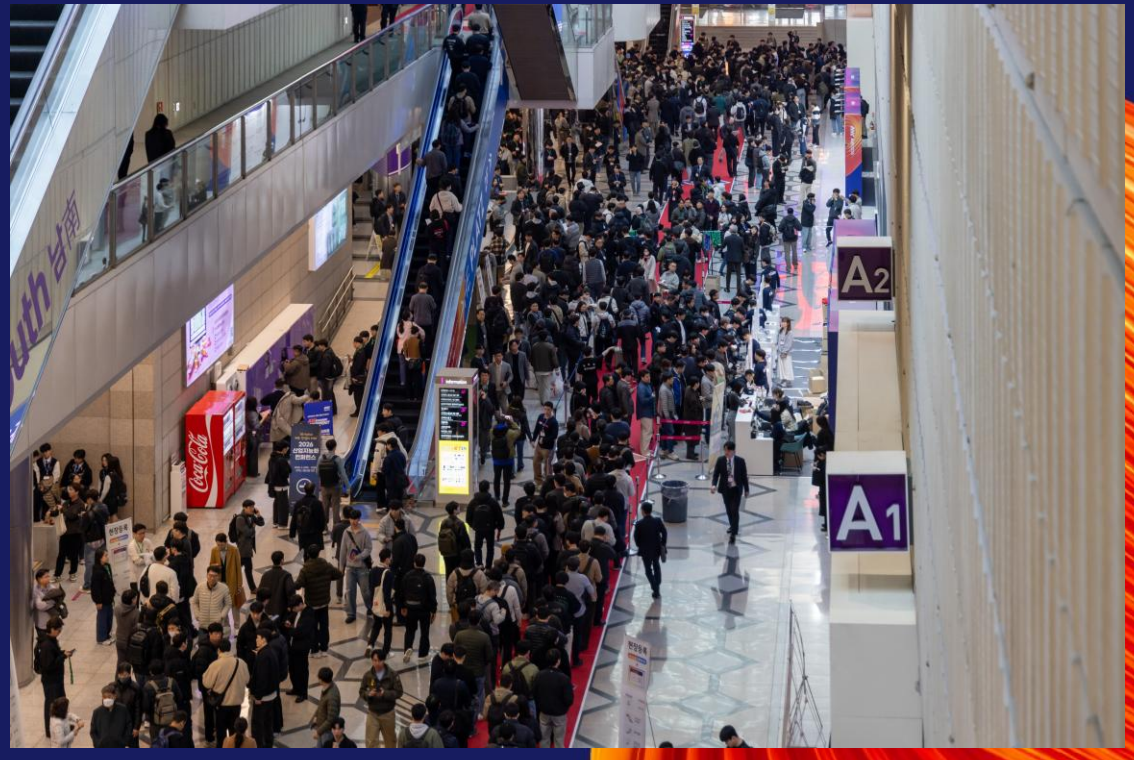
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AW LEGACY



AW 2026

WHERE INNOVATION MEETS INDUSTRY

Launched in 1990 as Korea's first factory automation exhibition, AW has led the transformation of the manufacturing industry – from automation and smart factories to AI, robotics, and autonomous manufacturing.
Bringing together 500 global exhibitors, 2,300 booths and 80,000 visitors, AW goes beyond an exhibition. AW connects industries, companies, and markets, creating new business opportunities and shaping the future of manufacturing.

AW LEGACY

WHERE INNOVATION MEETS INDUSTRY



‘aimex’

Launched Korea’s first factory automation exhibition (KOFA)



‘Korea Vision Show’

Expanded to machine vision technologies for quality inspection



‘Smart Factory Expo’

Showcased smart factory innovations for the 4th Industrial Revolution



‘Smart Logistics Zone’

Introduced a special zone dedicated to smart logistics solutions



‘AW VIETNAM’

AW’s first overseas brand exhibition launched in Binh Duong, Vietnam



‘AI Factory Pavilion’

Launched a dedicated pavilion showcasing AI solutions for manufacturing



‘China Humanoid Conference’

First China Humanoid Conference in Korea



‘AW VIETNAM HANOI’

Relocated AW Vietnam to Hanoi, a key manufacturing hub in northern Vietnam

AW IMPACT



AW 2026 *Smart Factory Expo*

POWER IN NUMBERS

With over 10,000 exhibitors and nearly 900,000 industry professionals accumulated since 1990, AW stands as Asia's leading business platform.
Fueled by growing industry demand, AW will expand its scale beyond 50,000m² in 2027, following the record-breaking 80,000 visitors in 2026.

AW IMPACT

POWER IN NUMBERS : AW 2026



EXHIBITORS

24 COUNTRIES

500 COMPANIES

2,300 BOOTHS





VISITORS 80,019



MEDIA COVERAGE 2,785



ONLINE BUYERS

1,355,452



AW SUMMIT

CHINA HUMANOID CONFERENCE

1,000 ATTENDEES

AUTONOMY, THE DRIVER OF SUSTAINABILITY

AW IMPACT

POWER IN NUMBERS : AW 2026

AW 2026 Buyer Survey Results

Industry & Decision-Maker Breakdown

Industry		Decision-Maker Level	
Manufacturing	**59.9%**	**CEO**	**9.8%**
Trade	**11.2%**	**Executive**	**9.7%**
Distribution	**5.2%**	**Deputy General Manager / General Manager / Team Leader**	**32.1%**
Business Services	4.9%	Assistant Manager / Manager	24%
Universities / Research / Educational Institutions	4.9%	Staff / Senior Staff	14.7%
Government / Public Institutions	2.8%	Technical Specialist / Professional / Freelancer	2.2%
Finance / Investment	1.2%	Others	7.6%
Media / Publishing	0.2%	**Total**	**100%**
Others	9.7%		
Total	**100%**		

Hall of Interest

	Hall	
1st	**Smart Factory Expo Smart Logistics Zone**	**36.8%**
2nd	**aimex**	**25.8%**
3rd	**Korea Vision Show**	**19.1%**
4th	**AI Factory Pavilion**	**18.3%**

Satisfaction Survey

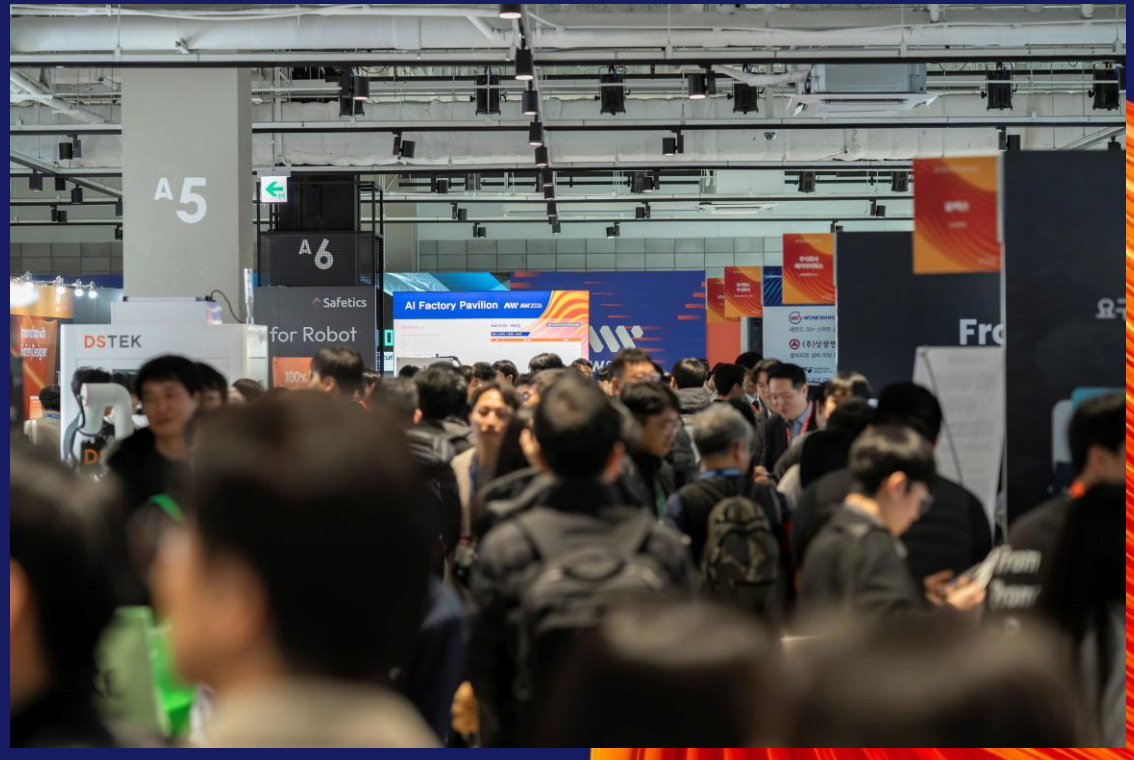
	AW 2026 Purpose of Visit		AW 2026 Field of Interest	
1st	**To collect product / technology information & networking**	**31.6%**	**Robot / RPA**	**41.1%**
2nd	**To purchase product & contract**	**25.5%**	**Manufacturing Software & IT**	**37.8%**
3rd	**To consult / research for future purchases**	**21.6%**	**Control Technology**	**29.5%**
4th	To research industry and market trends	11.1%	Logistics Systems	21.5%
5th	To participate in seminars / conferences	10.2%	Human-Machine Interface System	20.6%

*Multiple responses allowed

AW 2026 Satisfaction

AW 2026 Satisfaction	Exhibitor Expertise	Products and areas of Interest	Conferences / Seminars
98.5%	**96.9%**	**96.6%**	**97.5%**
Very Satisfied - Satisfied	Very Satisfied - Satisfied	Very Satisfied - Satisfied	Very Satisfied - Satisfied

AW 2027



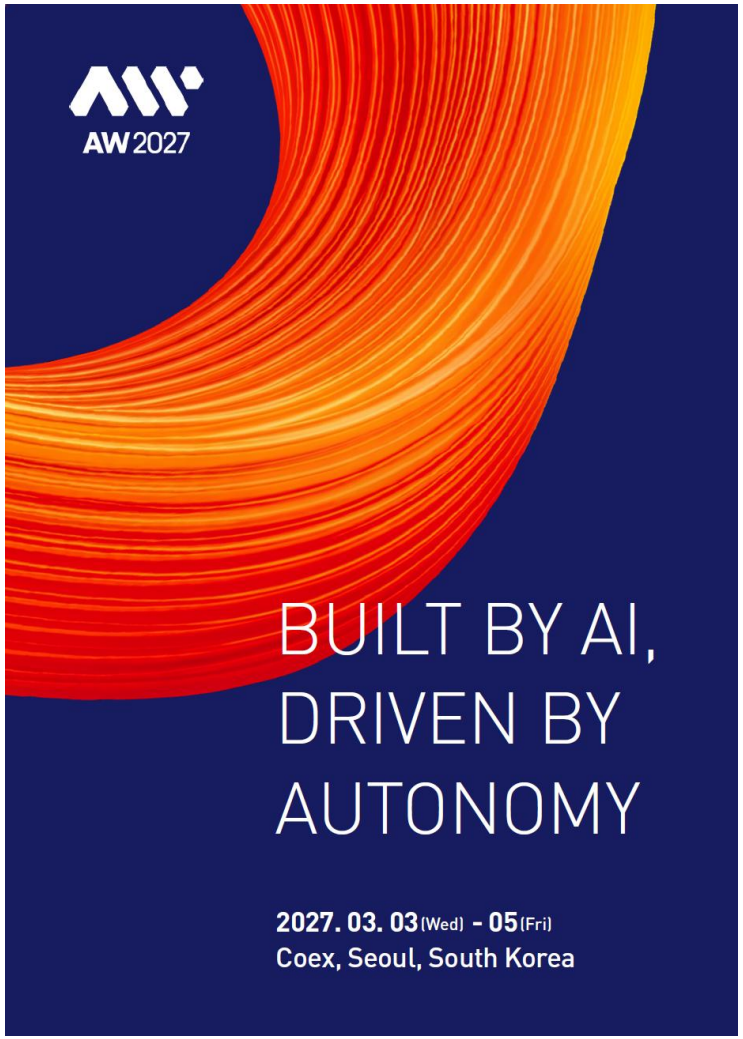
AW 2026 *AI Factory Pavilion*

NEW THEME, NEW TECH, NEW VALUE

AW 2027 returns under the theme, “Built by AI, Driven by Autonomy”, expanding its role as Asia’s leading manufacturing AX platform. Building on the AI Factory Pavilion, AW 2027 will introduce new programs including the Deep Tech Startup Pavilion, Global Physical AI Park, and Factory Tours, connecting emerging technologies, global innovators, and real-world manufacturing sites. From automation and AI to Physical AI and autonomous manufacturing, AW 2027 brings the entire manufacturing innovation ecosystem together in one place.

AW 2027

NEW THEMES, NEW TECH, NEW VALUE



TITLE	AW 2027
DATE	MAR.3(WED) – MAR.5(FRI), 2027
VENUE	COEX HALL A, B, C, D, LOBBY, THE PLATZ, Grand Ballroom
EXPECTED SCALE	500 Exhibitors / 2,300 Booths / 80,000+ Visitors
SPECIAL ZONE	AI Factory Pavilion, Deep Tech Startup Pavilion
CONCURRENT EVENTS	Over 200 professional sessions & seminars, CEO SUMMIT, AW Docent Tours

AW 2027

NEW THEMES, NEW TECH, NEW VALUE

Hall Composition

aimex

Measurement Technology / Sensors / Control Technology, Drive Systems / Components, Industrial PC (IPC), Low-Voltage Switching Devices, etc.

Korea Vision Show

Industrial Image Processing, Smart Cameras, Vision Sensors, Vision Systems, Lenses / Lighting, etc.

Smart Factory Expo

Manufacturing Software & IT (MES, AI), Industrial Communication Systems, HMI, Robot / Robot Process Automation (Co-Robots)

Smart Logistics Zone

Robot / Robot Process Automation (AGV, AMR, Picking / Packing Robots, Grippers, etc.), Logistics Systems (Conveyors, Automated Logistics Devices, Automated Logistics Software, etc.)

AI Factory Pavilion

Data & Infra, AI Intelligence, Control & Optimization, Physical AI & Execution, Orchestration & Operation

Deep Tech Startup Pavilion

Floor Plan

Hall D

Smart Factory Expo

Smart Logistics Zone

Robot / Robot Process Automation (Co-Robots, AGV, AMR, Picking / Packing Robots, Grippers, etc.), Logistics Systems (Conveyors, Automated Logistics Devices, Automated Logistics Software, etc.)

Hall C & D Lobby

Smart Factory Expo

Manufacturing Software & IT (MES, AI), Industrial Communication Systems, HMI

THE PLATZ

AI Factory Pavilion

Data & Infra, AI Intelligence, Control & Optimization, Physical AI & Execution, Orchestration & Operation

Hall A & B Lobby

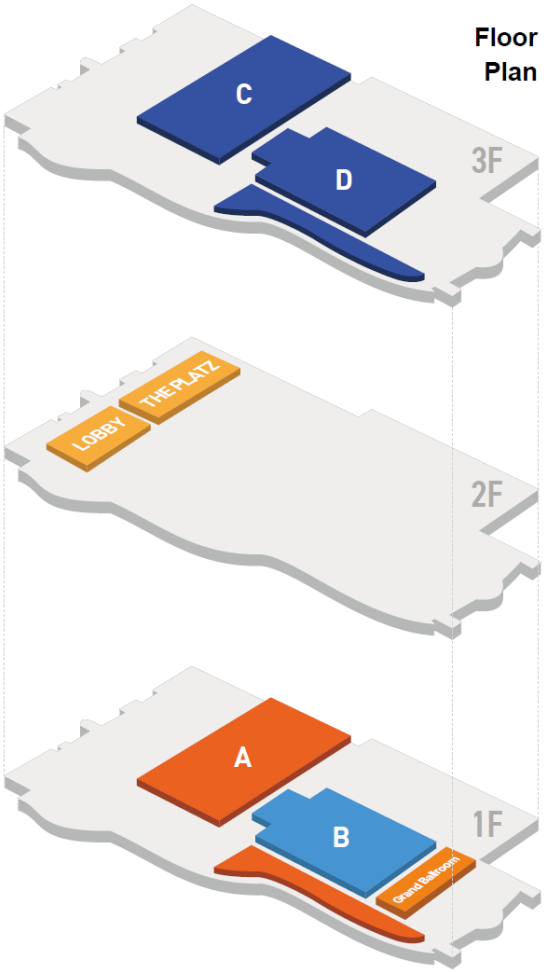
aimex

Measurement Technology / Sensors / Control Technology, Drive Systems / Components, Industrial PC (IPC), Low-Voltage Switching Devices, etc.

Hall B

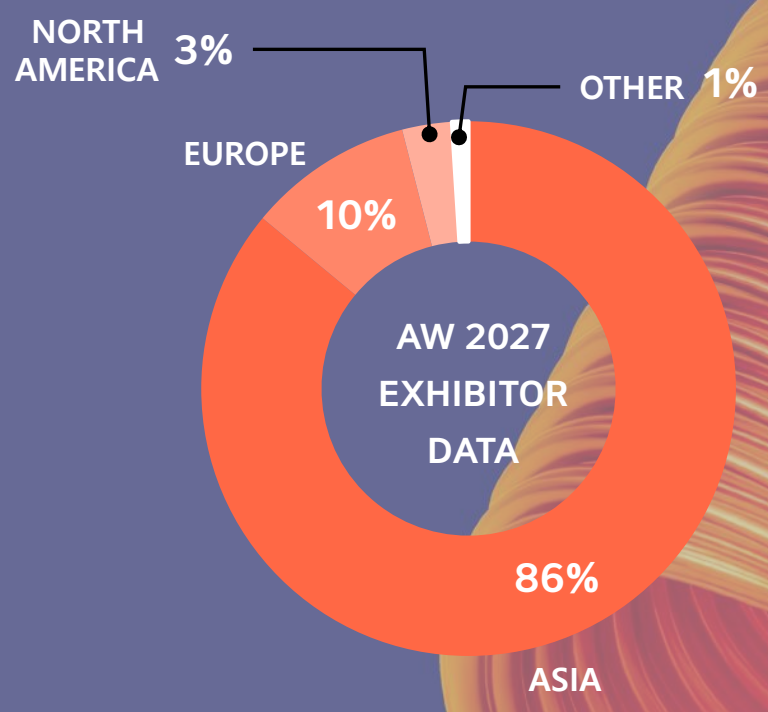
Korea Vision Show

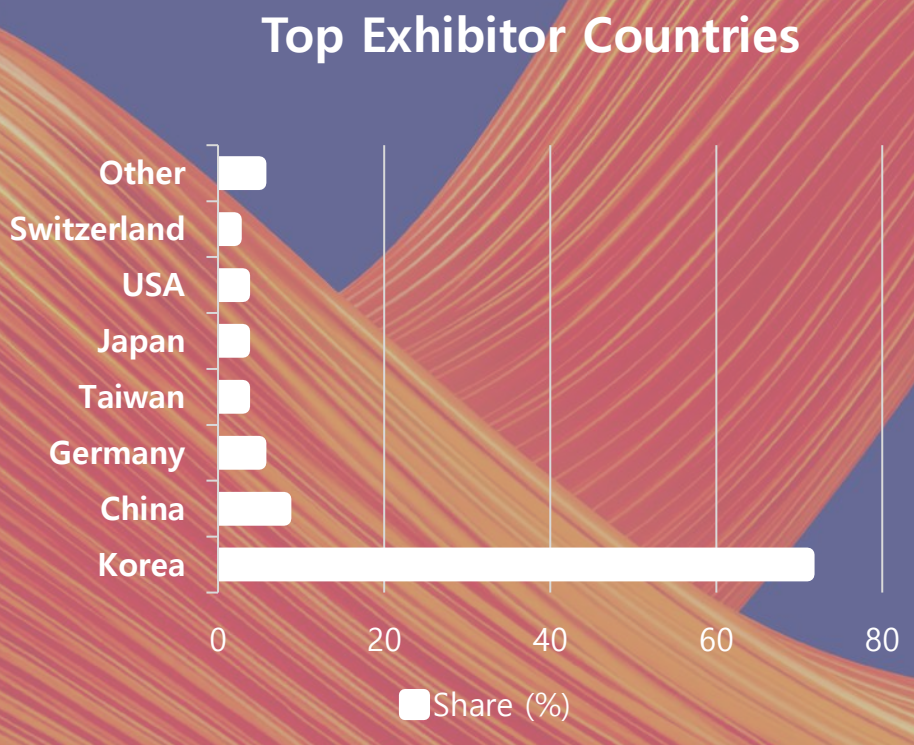
Industrial Image Processing, Smart Cameras, Vision Sensors, Vision Systems, Lenses / Lighting, etc.



AW 2027

NEW THEMES, NEW TECH, NEW VALUE





* The statistics are based on the locations of exhibitors' headquarters

AW CONNECT



AW 2026 *Industrial Digital Transformation 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

- AI Autonomous Manufacturing Innovation Conference
- Industrial Intelligentization Conference
- AI Factory Seminar
- Machine Vision Seminar
- Exhibitor Seminars



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 SUMMIT – China Humanoid Conference

AW 2026 hosted Korea's first China Humanoid Conference, bringing together Agibot, Unitree, Fourier, and Leju, along with Huawei, a key developer of humanoid robotics software. The conference showcased cutting-edge technology and shared insights into the latest trends, attracting 1,000 attendees and media representatives.



GLOBAL MEDIA AWARDS

AW 2026 launched the Global Media Awards, inviting leading international journalists from the U.S. and Taiwan, including The Robot Report, DIGITIMES, and EE Times. The invited media representatives evaluated exhibitors based on their technological capabilities and innovation, recognizing outstanding companies and products with Global Media Awards.

AW GLOBAL



AW Vietnam 2026 Venue – *Vietnam Exhibition Center(VEC)*

CONNECT US. CONNECT THE WORLD.

AW continues to expand its global reach. With over 10,000 exhibitors participating to date and 24 countries represented at AW Seoul 2026, AW has established itself as a leading platform for smart manufacturing. In 2026, AW Vietnam successfully relocated to Hanoi, the manufacturing hub of northern Vietnam, marking a milestone in its regional expansion. Together, AW Seoul and AW Vietnam continue to strengthen AW's position as a key platform connecting Asia's smart manufacturing industries.

AW GLOBAL

CONNECT US. CONNECT THE WORLD.

AUTOMATION WORLD VIETNAM 2025

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

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

AW VIETNAM 2026

Sep. 9th(Wed.) – 11th(Fri.), 2026 | Vietnam Exhibition Center, Hanoi

Scale	145 Exhibitors / 300 Booths
Composition	Smart Factory Automation Smart Robotics & Mobility Smart Logistics
Concurrent Events	1:1 Business Matching, AWesome Night, AW BEYOND NEXT 2026 x Startup World Cup









AW BUYER DELEGATION PROGRAM



TARGET INDUSTRIES FOR BUYER DELEGATION

01
AUTOMOTIVE
OEMs, Automotive Components, Electric Vehicles (EVs), Future Mobility

02
SEMICONDUCTOR
Semiconductor Manufacturing, Equipment, Advanced Packaging, Fabs

03
BATTERY
Battery Cells, Battery Packs, Energy Storage Systems(ESS), Battery Materials

04
ELECTRONICS
Consumer Electronics, Electronic Components, PCB Manufacturing, EMS

05
SHIPBUILDING & MARITIME
Shipyards, Offshore Plants, Marine Equipment

06
FOOD & BEVERAGE
Food / Beverage Manufacturing, Food Packaging, Smart Food Factories

07
PHARMACEUTICAL & BIOTECHNOLOGY
Pharmaceutical Manufacturing, Biopharmaceutical Production, Medical Devices

08
LOGISTICS
Distribution Centers, Warehousing, Warehouse Automation, E-commerce Logistics

09
CHEMICAL
Petrochemicals, Fine Chemicals, Chemical Materials

10
STEEL & METAL
Steel Manufacturing, Non-ferrous Metals, Metal Processing

AW BUYER DELEGATION

BUSINESS MATCHING PROGRAM

· Preferred Size : 10~20 people

· Biz-matching Dates : March 3 (Wed.) – March 4 (Thu.)

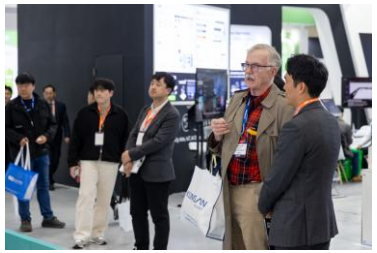
※ Up to two buyers per company may participate.

※ 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

EXCLUSIVE SEOUL TOUR (LAST DAY)

FACTORY TOUR (LAST DAY)

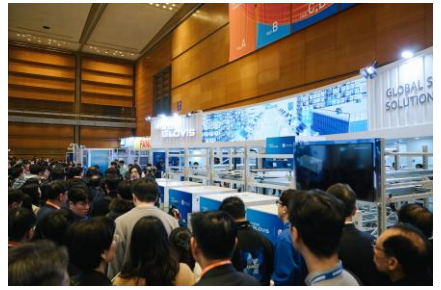
TOURIST PASS

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 2027 promotions
- Institution name and logo featured in AW website, show guide, onsite banners, AW press releases and partner communication channels
- Opportunity to Join Factory Tours and Seoul City Tour
- 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.













BUILT BY AI, DRIVEN BY AUTONOMY

THANK YOU!
SEE YOU IN AW 2027!

Click the icons below!

AW 2026 OFFICIAL VIDEO

APPLY FOR AW 2027 BUYER DELEGATION

AW 2027 Brochure

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AW 2027