

## Welcome

*This file has been created to inform and brief Senior Executive Decision Makers in National Marine Industry Associations for onward transmission to their member companies involved in export activity.*

## The contents contain

- [A profile of South Korea](#)
- [Statistics for recreational boating participation](#)
- [Description of current market conditions](#)
- [A summary of the developments of the infrastructure for boating](#)
- [Information \(including incentives\) for KIBS 2014](#)
- [A current status report for The Korea International Boat Show \(KIBS\)](#)

Korea International  
Boat Show

www.KIBS.com

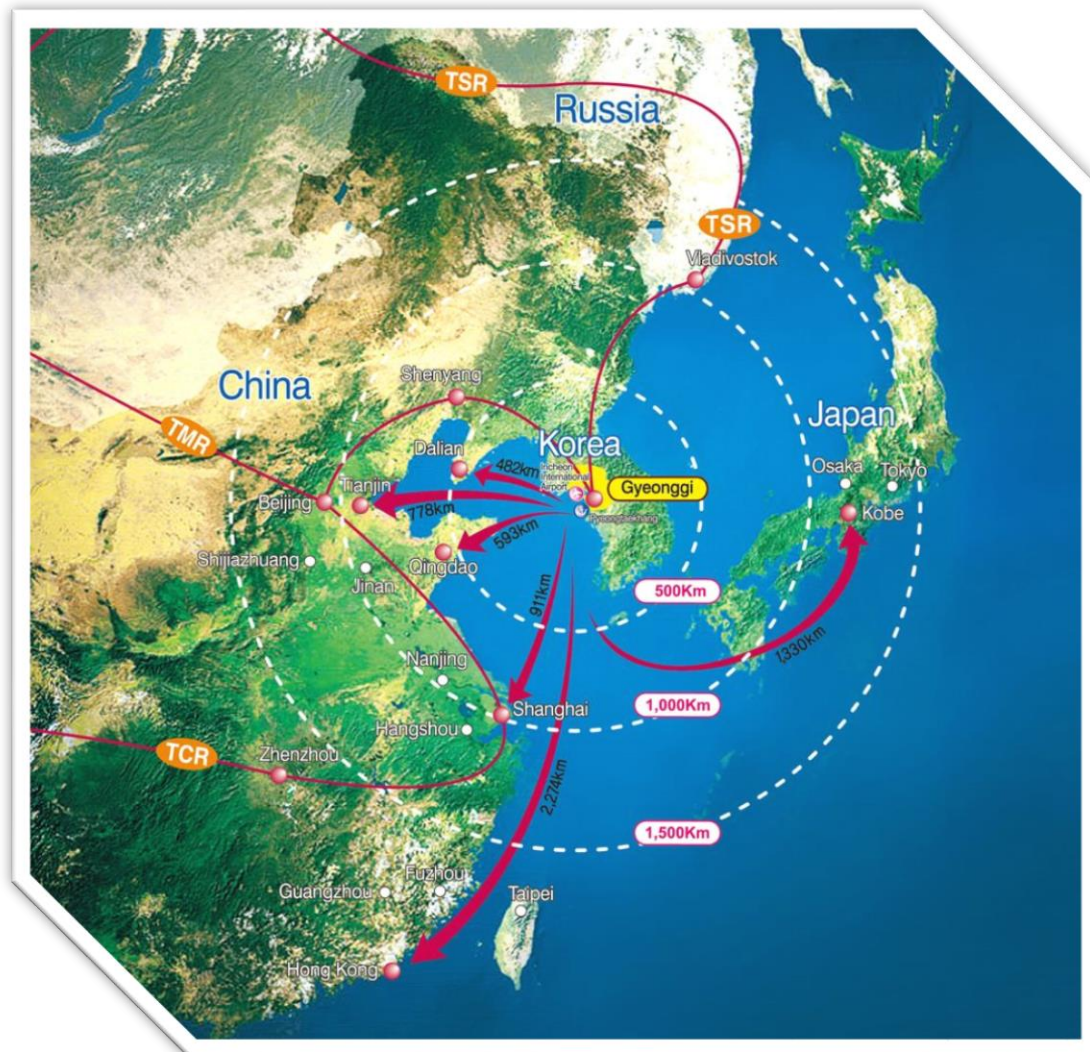
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## Korea at a glance

South Korea's meteoric rise to become one of the leading Asian economies and its rapid progression into the top group of the World's developed nations tends to be a well-kept secret only known to those who have experienced the drive and energy of this small country at first hand.



*National Flag Taegeukgi*



With a stable and fully democratic political governance, quadrennial elections for the National Assembly and 5 year terms for the President (Broadly the same as the US system) the current government is led by Madam President [Park Geun-hye](#).

The Country is divided into 9 Provinces each with its own Provincial Government. Central and all Provincial Government annual expenditure is **US\$375 billion**. Commercial law is based on the North American system. Contracts are entered into and honoured to the letter. IP rights are recognised and upheld by the courts. Banking is well structured but errs towards low risk with high equity cover. Property is subject to financial speculation but the market has avoided the excessive “boom bust” cycles seen in other developed economies.

## World Rankings

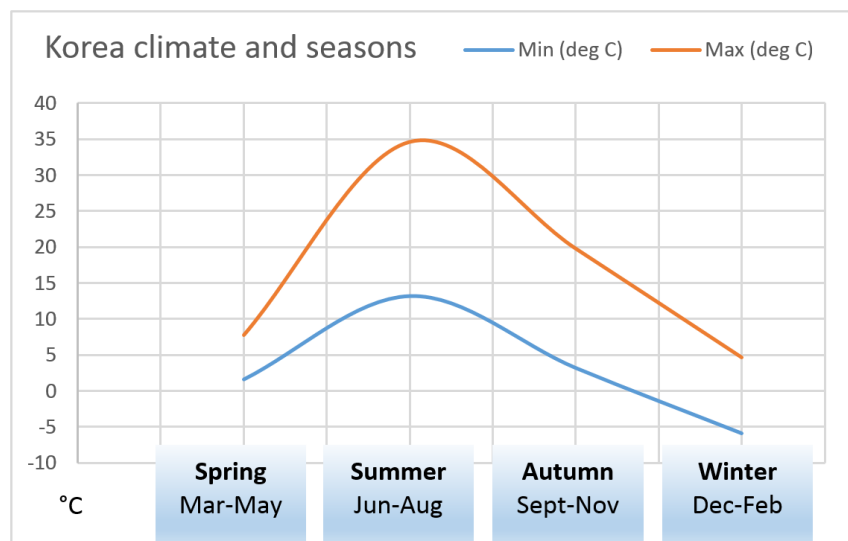
International Monetary Fund/World Bank	GDP (nominal)	11 out of 183
World Bank	Ease of doing Business	23 out of 175
World Economic Forum	Global Competiveness	24 out of 125
Heritage Foundation/ Wall Street Journal	Index of Economic Freedom	31 out of 157
United Nations Development program	Human Development Index	26 out of 192

## Weather Seasons & Climate

Climate: Northern Temperate Zone

Seasons: A short and mild spring leads to the hot summer months with July being the rainy season. This is followed by a crisp and usually dry autumn before what can be a harsh winter.

Timezone : GMT + 9hrs



## Economic Dash Board (Resources: Statistics Korea)

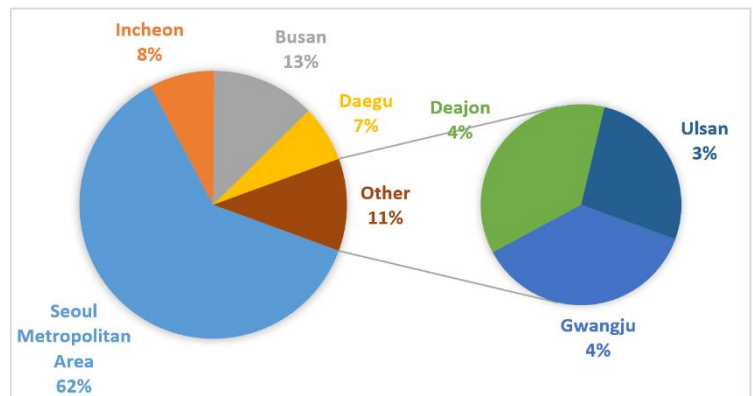
GDP	US\$ 1.13 trillion (world rank 15 <sup>th</sup> 2012 estimate)
GDP Growth 2012:	2.04 %
GDP Growth Forecast 2014:	3.7%
Per capita income 2012:	US\$ 23,000 (world rank 50 <sup>th</sup> 2012 estimate)
Unemployment rate 2012:	2.7 %
Population 2012:	50,219,669
Land Area:	100,188 km <sup>2</sup>
Water area:	440,000 km <sup>2</sup>
Coastline:	12,607 Km
Number of Islands within South Korean Waters:	<b>3,237</b>





## Population Centres

<b>Seoul Metropolitan Area</b>	<b>25.6</b>
(includes Incheon 2.9)	
<b>Busan</b>	<b>4.6</b>
<b>Daegu</b>	<b>2.5</b>
<b>Gwangju</b>	<b>1.5</b>
<b>Deajon</b>	<b>1.5</b>
<b>Ulsan</b>	<b>1.1</b>
(All figures in millions)	



## Industrial Profile

- World 7<sup>th</sup> largest exporter – Value of exports US\$ 638 billion (30% to Asian regional neighbours)
- World No. 1 ship building by value and completion
- World No. 1 mobile phone producer – 385 million units (Samsung Electronics)
- World No. 2 semi-conductor revenue by a single company (Samsung Electronics)
- World No. 4 in semi-conductor & transistor production
- World No. 4 production of vehicle components and all vehicle types
- World No. 5 production of cars
- World No. 1 Ranking for E-Government readiness: 0.9283 (Unit measurement: 0-1)
- Total industrial expenditure on R&D (2011) – US\$38 billion



## Sports and Recreation

### National and professional sports:

Football

Baseball

Basketball

Golf

Volleyball



### Other popular sports, recreation and pastimes:

Martial Arts - Taekwondo - Traditional National Sport

Cycling - growing rapidly - on and off road, high end products.

Hiking and camping – popular and growing very rapidly.

Scuba Diving – niche sport – growing.

Fishing - Inland and sea angling, very popular - Participants over 7 million in 2012.

Skiing - Popular (36%, 2013).

### Host nation for multiple international events:

Summer Olympic Games 1988

FIFA World Cup 2002

Incheon Asian Games 2014

Winter Olympic Games 2018





## Culture

**M**odern South Korea is only 65 years old but the history of Korea goes back to 2333 BC. The only natural resource is the countries people. The culture is an eclectic mix of ancient and very modern. 68 % of the population are increasingly wealthy, middle class city dwellers with access to arguably the World's best primary and secondary education systems.



[Korea International F1 circuit, Yeongam](#)

against quality of life with increasing demands for more leisure opportunities and quality leisure time. Hence the recent rapid growth in outdoor recreational activities such as camping, hiking, cycling and now boating.

Foreign influences can be seen in the high street with all the major international fashion brands and also in the cuisine. On-line gambling is a major national pastime.

Above all, a fierce national pride holds strong and with health, education and family values as the most powerful ingredients.



[Universal Studios Korea, Hwaseong City](#)

Centrally (well) funded Universities closely linked to the national economic industrial development plan provide World leading drive and resources for cutting edge research.

The deeply engrained incredibly high work ethos matched to an un-negotiable need to succeed has driven economic growth at breakneck speed but the price of this is now being measured



[Sihwaho Lake Tidal Power Station](#)



*National Institute of Ecology*

## Recreational Boating Statistics & Market Development

The Government supported plan to develop a recreational boating culture has created the fastest growing boating activity in Asia. Just 6 years after the coastal regions were opened, the unprecedented numbers of people actively involved in going boating and the annual increases confirm that this is a sustained and fast moving market that has fully embraced “*messing about in boats*”

### Boat Users

Leisure Boat Driving Licenses - Required by law for all boats over 3m in length and 5hp.

**Total issued to date 126,000** – Controlled by Police, written test with short interview session.

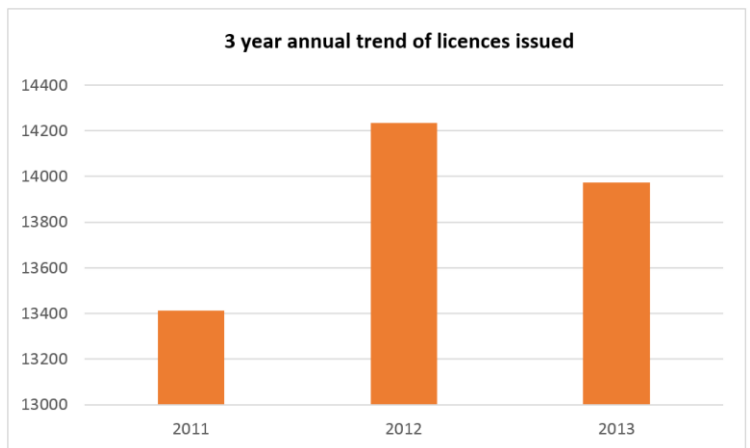
Licenses issued over Last 3 years:-

2011 - 13,413

2012 - 14,233

2013 – 13,973

(data source Korea Coast Guard)



### Registered Leisure Boats

Total Registered to Aug 2013 - **15,285** controlled by Korea Coastguard with standard for construction and safety.

New in 2012 - **2,571**

New in 2013 – **3,110**

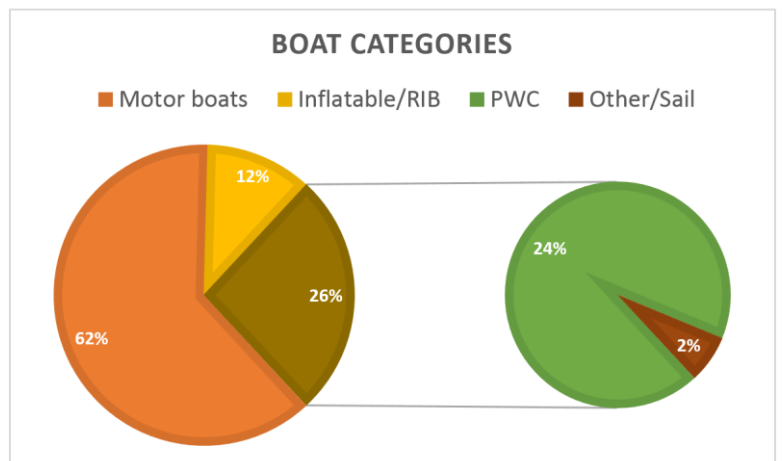
Broken down into 4 main categories:-

Motor Boat 9,520

Inflatable/RIB 1,753

PWC 3,737

Other / Sail 275 (registration for Sail only since 2012)



The large disparity between driving licences issued and registration of leisure boats can be attributed to respect for the Police and controls applied by them to this system compared to the current lack of resources of the Coastguard. It is safe to assume that the number of boats currently in use is probably double the number registered.



## Market Conditions – The Opportunity

South Korea is an open market with no import restrictions. There are FTA arrangements with zero import duty for both the USA and the EU. Other countries attract 8%. Recreational Boats manufactured to current international recognized standards are accepted. In practice, import of leisure boats is easy, fast and without bureaucratic intervention.

These low barriers to market entry are making it hard for domestic boat builders to compete with the quality and proven track record of imported products from established markets. Notwithstanding considerable government assistance, local boat building has been slow to develop and has low traction whereas Korean manufacturers of specialized high tech equipment with well researched and executed business plans are quickly establishing a presence in the international market place.

Boats for commercial use must meet the Korean Ship Building regulations and this can be a long and costly process.

Most imported boats are distributed by manufacturer appointed dealers. Typically, these are well financed and not afraid of investing in stock. Professionalism is growing with increasing recognition for pre and after sales service.



Jeongok Marina – Hwaseong City

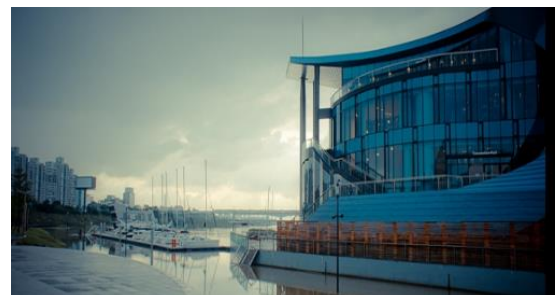
Currently the highest level of boat purchases are in the outboard powered, sport fishing under 10m category but there is growing interest in larger “Cruiser” motor boats and the rapid expansion of coastal berthing in the new marinas have created a cruising corridor from the centre of Seoul down the West Coast - it will not be long before buyers move towards 50ft and over.



ARA Water way connecting Yellow Sea to Han River



Gimpo Marina – Gyeonggi Province



Seoul Marina, Han River



## The National Marina Development Plan

A central Government sponsored plan launched in 2010 for the development of 43 marinas. Subsequently amended in 2012 the plan now covers 47 developments to be completed by 2019

So far 20 new marinas have been completed, 12 are developing or under construction and 2 are in the final planning phase.



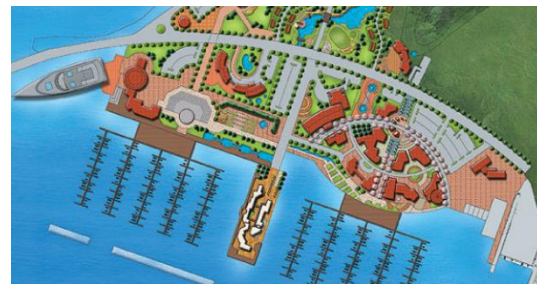
## The New Hub of Boating Activity

Jeongok Port in Hwaseong City has changed from a small fishing harbour into a modern 200 berth location with top facilities for boating now including a new club house acclaimed by the World's top sailors competing in our Match Race series as "Amazing, Spectacular, Fantastic". Gyeonggi Bay will form the hub for the best yachting and boating location with Jebu Marina adding another 300 berths to provide the largest and best equipped combined facilities in Korea.



### **1. Jeongok Marina**

Moorings for 200 yachts (completed in 2011)  
Main facilities: Marina and supporting facilities, pleasure boat pier, marine park, aquatic leisure facilities.



### **2. Jebu Marina**

Moorings for 300 yachts (To be completed in 2015)  
Main facilities: Marina and supporting facilities, indoor/outdoor marine recreation center, marine zoo and botanical garden, observation deck.



### **3. Helgot Marina**

Moorings for 300 yachts (To be completed in 2015)  
Main facilities: Marina and supporting facilities, sea world, theme park, accommodations, fishing site, shopping mall.



### **4. Bang-A Meori Marina**

Moorings for 300 yachts (To be completed in 2020)  
Main facilities: Marina and supporting facilities, accommodations, auto camping site, oceanic swimming pool, fishing site.

## Korea International Boat Show 2014 - Key facts

KINTEX is a World scale venue placing Korea at the centre of global trade within Asia.



### 7th continuous edition of KIBS

*The easy access that KINTEX provides to 25.6 million people in the affluent Seoul area creates an unprecedented opportunity to showcase boating to a nation hungry for new recreational opportunities. Everything needed for both visitors and exhibitors is on site including a 5 star hotel. Transport links and access are fast and convenient by air, road and rail.*

### Online

Web-site: [www.kibs.com](http://www.kibs.com)

### Show dates and times

June 12<sup>th</sup> to 15<sup>th</sup> 2014 (4 days Thurs to Sun). Opening hours: 10am to 5pm

### Contact

Host: Gyeonggi Province (<http://www.english.gg.go.kr/>)

Organiser: KINTEX Boat Show Team (email : [kibs@kibs.com](mailto:kibs@kibs.com))

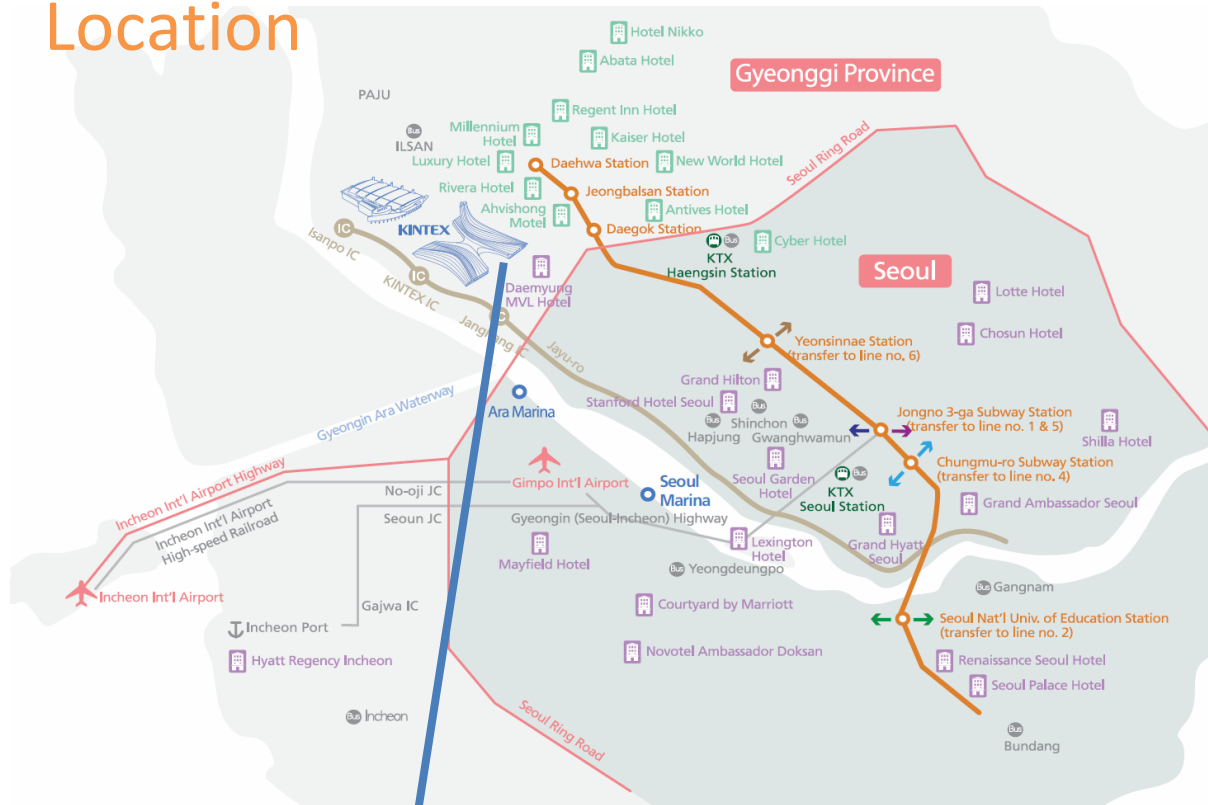
Venue information: KINTEX ([www.kintex.com](http://www.kintex.com))



## Venue

KINTEX (Korea International Exhibition Centre). Halls 7-8. Gyeonggi Province ([Greater Seoul](#)), Korea.

## Location



Halls  
7 - 8

## Exhibition Space Rates & Incentives

Item		Pricing	Remarks
Booth (1booth = 9sqm)	Shell Scheme	US\$1,300	Per booth
	Space only	US\$1,000	
Discount	Early Bird Discount	US\$200 If paid-in-full within 7 days of booking for applications made before March 28, 2014	Per booth
	Loyalty Bonus Discount	US\$200 4 times or more US\$100 1 to 3 times (excluding 2014)	Per booth
	Inland Transportation	maximum US\$4,500 only for over 35 foot boats excluding booth construction incentives	Per Exhibitor
Incentive	Booth Construction	See Booth Construction Incentive Plan Table	

## Booth Construction Incentives for Space Only Exhibitors

Number of Booths	2014 Policy		
	None to 1 boat	Up to 2 boats	3 boats or more
9 - 11	US\$900		
12 - 19	US\$1,800	US\$4,500	US\$9,000
20 - 29	US\$3,600	US\$7,200	US\$10,800
30 - 39	US\$5,400	US\$9,000	US\$12,600
40 and over	US\$7,200	US\$10,800	US\$16,200

NOTE: Total amount of incentives shall NOT exceed the booth fee due before discounts

## Incentives for Overseas Exhibitors and Buyers

Subject	Incentive	2014	Remarks
Exhibitor	accommodation	3 nights Only for two or more booth applicants – see note (1) below	For additional nights, guest pays at special KIBS discount rate.
Buyer	accommodation	2 nights	
KIBS approved Marine industrial associations (1 person/org.)	air fare	none	
	booth	1 booth	
	accommodation	6 nights	
	air fare	Up to 50%	Max US\$1,000

NOTE 1: Accommodation incentives for single booth applicants will be given for MIA country pavilion participants.

NOTE 2: Accommodation incentives are applicable only for the official KIBS hotel.

NOTE 3: Show organiser may consider additional support for approved national pavilion organisers.

NOTE 4: Show organiser may consider offering a free booth for non-profit orgs such as government and NGOs approved by KIBS

## A Great Response from International Industry Experts

### What Industry Specialist Journalists and Experts thought :



*"New venue gives fresh impetus"*  
[ Muriel Gonzalez Oisel - IBI ]



*"The quality of this Boat Show is now top class"*  
[ Mike Derett ]



*"We believe in Korea's boating potential. This event is a must attend if pursuing this emerging market"*  
[ Julie Balzano - NMMA ]



*"It is clear that the interest in boating is now strong and the audience is turning up and liking what they see - the first big step is made"*  
[ Guy Nowell - Marine Business World ]

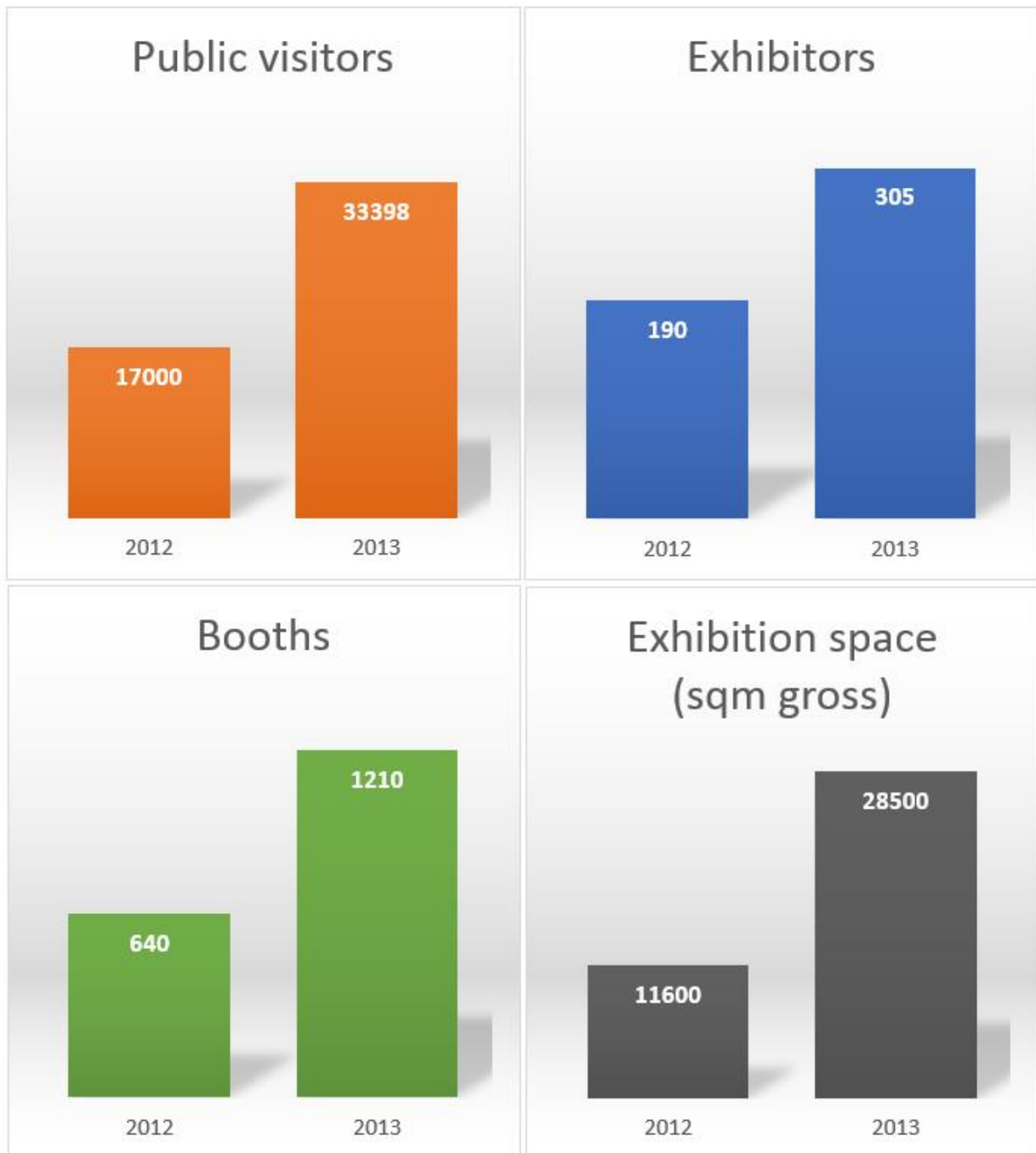
*"From South Africa to South Korea, we like what we have seen in Seoul, and we will be back"*  
[ MIA/SA ]



## The KIBS gallery featuring KIBS 2013

In just 6 editions KIBS has grown to become one of the 3 leading boat shows in Asia alongside Dubai and China. At KIBS we do business – 33,398 public paying visitors - 141 Buyers from 33 countries attended 5,150 meetings – The total of all orders taken was US\$150 million, a new record!

### KIBS Growth Trend



## Standing Room Only!

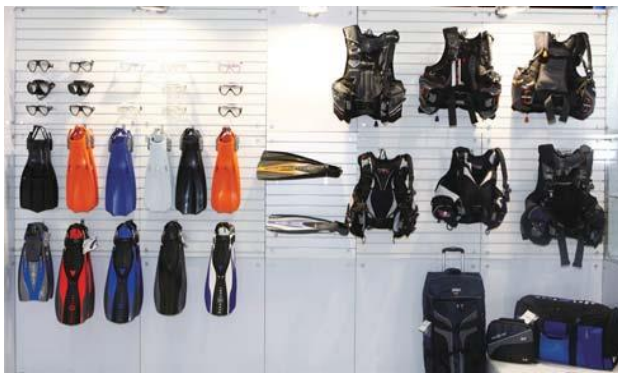
Our 6th Edition of this popular industry focused event hosted top World Class speakers to debate new developments and topics of special interest to Asia. Highlight this year was the key note speaker from ICOMIA, Udo Klienitz, explaining the importance of standardised regulations for construction and use of leisure boats.





## Introducing New Activities

Together with the 9 key Korean organisations representing scuba diving, as a show within a show, we co-hosted the largest Dive Expo to date with over 200 exhibitors.





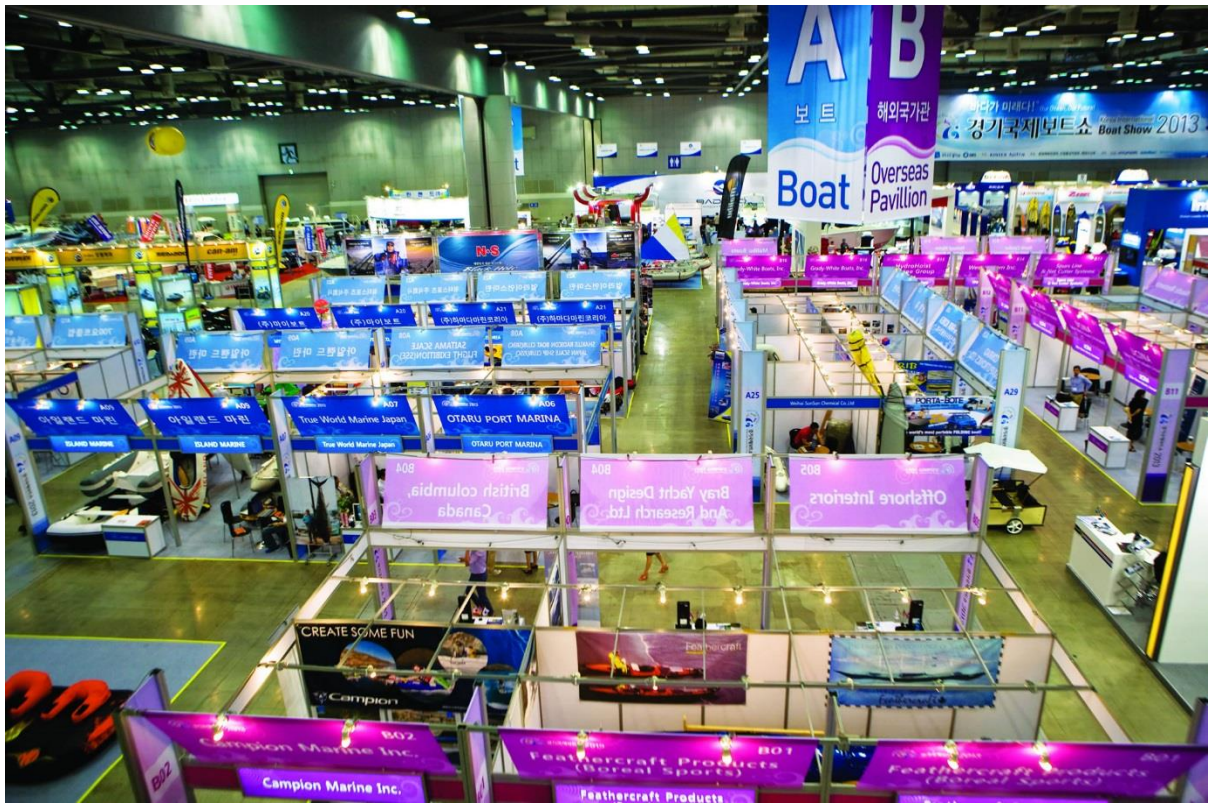
## Photo Gallery













# The Hub of Marine Leisure & Watersports Market



## Korea International Boat Show

[www.KIBS.com](http://www.KIBS.com)



**KIBS** | Korea International  
Boat Show

### KIBS 2014 Secretariat

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