

Organized by:



# Post Show Report 2019

 **SMATOF** 10.29(TUE) - 11.1(FRI)  
CECO, CHANGWON

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

# Gyeongnam's only smart factory & machinery fair

In cooperation with smart factory distribution-related organizations in Gyeongsangnam-do, SMATOF has been suggesting the vision and trend of the smart production and manufacturing industry and holding a variety of conferences since 2017. SMATOF has been promoting conversations between smart factory suppliers and customers. This year, we had an upgraded smart factory and production/manufacturing fair with specialized and subdivided smart factory items, considering the needs of smart factory customers in Gyeongnam.

SMATOF 2019

## KEY FACTS

AT A GLANCE



Number of  
Exhibiting  
Countries & Regions

10



Number of  
Exhibiting  
Companies

154



Number of  
B2B Pre-scheduled  
meetings

274



Number  
of  
Visitors

12,597

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

SMATOF 2019

# TOP 5

## Exhibitor Profiles



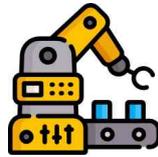
FA Solution

25.32%



Software

21.43%



Industrial/  
Manufacturing  
Robots

11.69%



Metal  
Working,  
Manufacturing

11.04%



Tools and  
Related  
Equipment

10.39%

**스마트화 지원 덕에 매출 2배 올랐죠** 대위아 창원1공장 '스마트팩토리'로 변신

**스마트팩토리**

**Korea Int'l Smart Factory & Manufacturing Technology Fair 2019**

창원기계산업 '스마트' 해... 매출·고용 50% ↑

LG, 스마트팩토리 조성 첫성과  
창원 제품규격시험센터 준공  
LG전자가 생활가전 생산기지인 창원

생산업의 고부가가치화를 추진한다. 스마트 제조기반 생산혁신 클러스터는 ICT 분야를 클러스터화해서 관련 기업들 육성하고, 제조업의 가치를 높여 스마트

"스마트 시스템을 도입하기 전에는 어느 생산라인이 잘 돌아가는지, 어디가 고장났는지 제대로 파악이 안 됐는데 지금은 그런 우려가 전부 해소됐습니다."

자동으로 포장까지 착착 라인점검·재고량도 한눈에 불량률 절반 줄자 주문 물러

Time Check

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# EXHIBITOR SURVEY ANALYSIS

## Exhibitor's satisfaction Rating



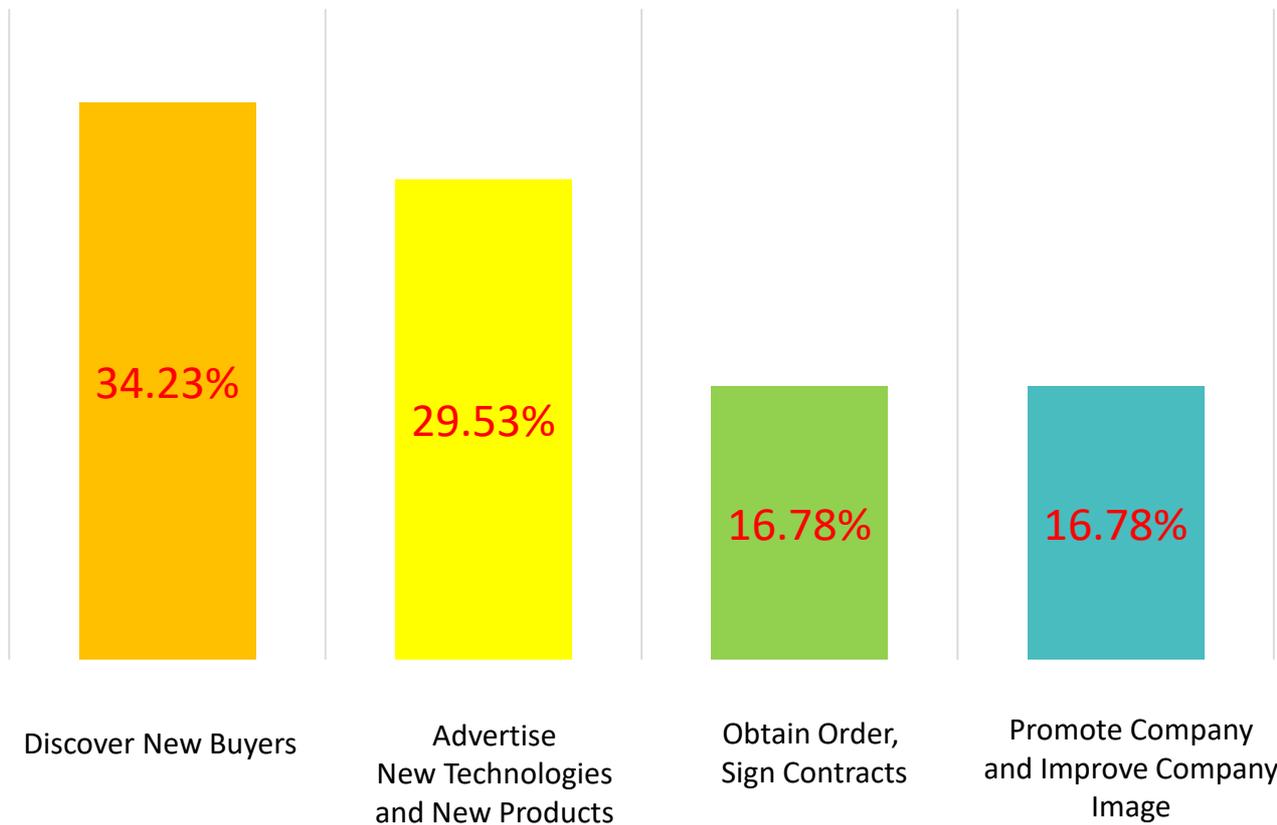
Satisfied with overall Exhibiting experience



likely to Exhibit again at SMATOF 2021

## TOP 4

### Reasons for Exhibiting



# VISITOR SURVEY ANALYSIS

SMATOF 2019

## TOP 5

Visitor's Job Function



Manufacturing

68.50%



University  
Research  
Education  
Institution

8.41%



Franchise  
Distributing

4.58%



Government  
Public Institution

3.97%



Business  
Service

3.93%

## TOP 5

Countries & Regions of  
International Visitors

1



22.2%

2



12.7%



12.7%

4



7.2%

5



5.9%

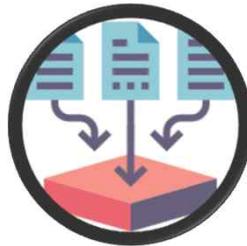
[www.smatof.com](http://www.smatof.com)

## Visitor's Objective of Visit



Grasp  
Technology  
Direction

31.71%



Collect Data

24.97%



Product  
Purchase

11.31%

## Interest Areas

Rank	Survey Summary	%
1	Industrial/Manufacturing Robots	18.60%
2	Metal Working, Manufacturing	15.80%
3	Tools and Related Equipment	13.40%
4	FA Solution	11.60%
5	Software	9.90%
6	Press Deformity-Correction and Hydraulic Pressure	7.30%
7	Smart Factory	6.10%
8	IOT/M2M	5.40%
9	Distribution Solutions	5.20%
10	3D Printing	3.20%
11	Control and Measurement	2.70%
12	Other	0.70%

# Show Profile

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- 1. Title** : Changwon International Smart Factory and Manufacturing Technology Fair (SMATOF 2019)
- 2. Periods** : October 29(Tue.) ~ November 1 (Fri.), 2019, 4 days
- 3. Venue** : Changwon Exhibition Convention Center (CECO)
- 4. Hosted by** : Gyeongsangnam-do, Changwon-city
- 5. Managed by** : CECO
- 6. Participation** : 9,375m<sup>2</sup>
- 7. Exhibition Items** : FA solution, IOT/M2M, industrial/manufacturing robots, software, logistics solution, metal working, press forming, hydraulic pressure, tools, and related equipment
- 8. Concurrent Events** : AI FACTORY Conference, welding automation demonstration, manufacturing robot presentation, Future of Manufacturing and 14 other seminars
- 9. Additional Events** : Overseas buyer matching,  
2019 AI Factory Conference  
4th Manufacturing Robot National Tour Information Session  
Future of Manufacturing  
Successful Smart Factory process innovation guide  
Successful implementation and construction strategy of Smart Factory

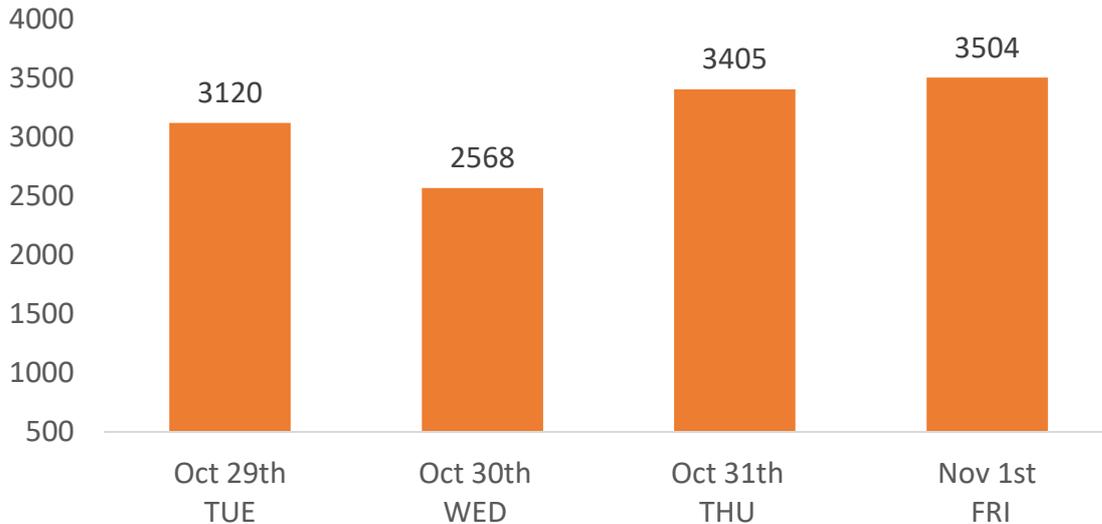
[www.smatof.com](http://www.smatof.com)

# Results (Visitors)

**12,597 Visitors in total**

**Compared to last year's 7,201,  
the number of visitors increased by 74.9%**

## [ Visits by Date ]



Oct 29 <sup>th</sup> TUE	Oct 30 <sup>th</sup> WED	Oct 31 <sup>th</sup> THU	Nov 1 <sup>st</sup> FRI	TOTAL
3,120	2,568	3,405	3,504	12,597

## Results (Exhibitor)

**154 Companies in total**

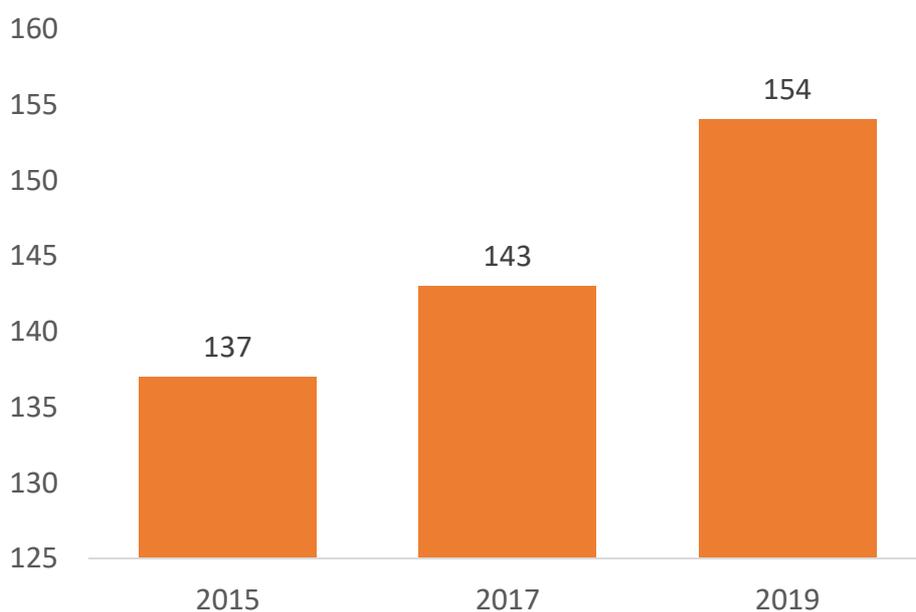
**446 booths in total**

Compared to last year's 143 companies,

**The number of companies increased by 7.69%**

Compared to last year's 356 booths,

**The number of booths increase by 25.28%**



# Booth Layout of SMATOF 2019

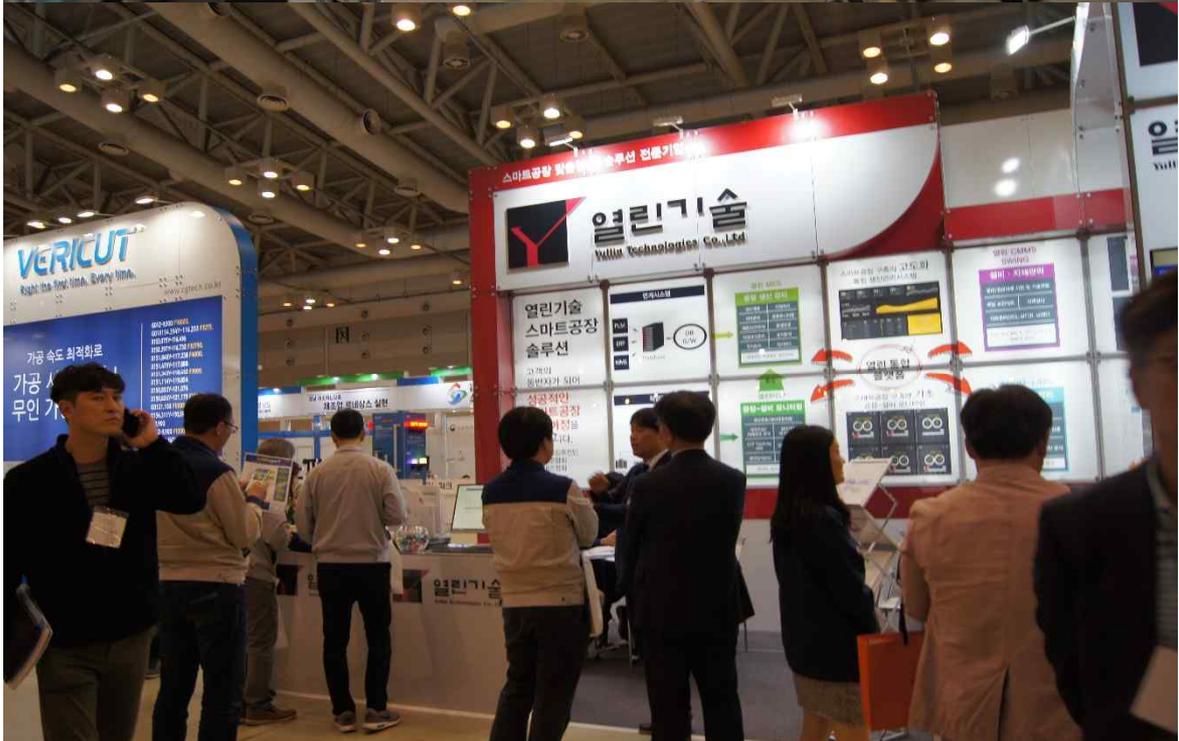
Hall 1,2,3



# Pictures from the show



# Pictures from the show



# Pictures from the show



# Pictures from the show



# Pictures from the show



# Overview of 2021's Exhibition

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## Period & Venue

**4days in October, 2021**

**CECO, Hall 1,2 and 3**

## Main Plan

- **Will be the Only UFI-certified largest scale Smart Factory exhibition held outside of Seoul**
- **Will be an Exhibition that shows the overseas Smart Factory trends (partnership with Japan SFE)**
- **Will differentiate through segmentation and organizing special pavillion that corresponds to the industry demand of the region with the highest demand. Especially, Will be focus on demonstration and exhibiting examples before and after installation of equipment to help with the consumers' understanding.**