

I. KIMES 2017 At a Glance

- 1. Title** : 33rd Korea International Medical & Hospital Equipment Show (KIMES 2017)
- 2. Theme** : "Smarter, Easier, Healthier"
- 3. Purpose** : Assistance to further development of the medical equipment industries in Korea and neighboring nations, and promotion of the trade, on both the domestic and international levels in medical equipment
- 4. Exhibition period** : March 16 (Thu.) to 19 (Sun.), 2017 (4days)
- 5. Opening Hours** : 10:00 a.m ~ 6:00 p.m
- 6. Exhibition Site** :
COEX (Convention & Exhibition Center)
(513, Yeongdong-daero, Gangnam-gu, Seoul, 06164, Korea)
- 7. Organizers**
Korea E & Ex Inc.
Korea Medical Devices Industrial Coop. Association
Korea Medical Device Industry Association
- 8. Sponsors**
 - Ministry of Trade, Industry and Energy
 - Ministry of Health & Welfare
 - Ministry of Food & Drug Safety
 - Seoul Metropolitan Government
 - Korea Trade-Investment Promotion Agency (KOTRA)
 - Korea Health Industry Development Institute
 - Korean Medical Association
 - Korean Hospital Association
 - Korean Medical Women's Association
 - Korean Nurses Association
 - Korea Medical Devices Selling Association
 - Korea Medical Engineering Association
 - Korean Medical News
- 9. Exhibition Scale** : Total 38,796 m²
COEX Hall A (1st Fl.), Hall B (1st Fl.), Grand Ballroom (1st Fl.)
Hall C (3rd Fl.), Hall D (3rd Fl.)
- 10. Groups of Exhibits**
 - Consultation & Diagnosis Equipment
 - Clinical Examination Equipment
 - Radiology Equipment
 - Surgical Apparatus & Equipment
 - Cure Apparatus & Equipment
 - Physiotherapy Apparatus
 - Ophthalmic Apparatus
 - Dental Apparatus
 - Central Supply Equipment
 - Hospital Facilities Equipment
 - Medical Information System
 - Oriental Medicine & Equipment
 - Pharmaceutical Equipment
 - Cosmetic Dermatology & Healthcare Equipment
 - Medical Device Component & Service
 - Disposable Apparatus and Others
- 11. Website** : www.kimes.kr
- 12. E-mail** : kimes@kimes.kr

II. Remark of KIMES 2017

1) The Latest Medical Equipment introduced by the Leading Global Names

The largest trade fair which filled 38,796 sqm of exhibition presented with a wide range of products by 579 Korea manufacturers, USA 125, Japan 62, Germany 88, China 154 and with the other international manufacturers. The show was highlighted the increasingly important role played by domestic companies, Samsung, Listem, DK Medical, BIT Computer, Alpinion. In addition, the world leading brands, Fuji, GE, Philips, Shimadzu, Toshiba fuelled the event to be the attraction market in Asia.



2) Held with Global Bio & Medical Plaza 2017 hosted by KOTRA widened business opportunities for exhibitors.

Global Bio & Medical Plaza is the principal global platform for facilitating cooperation and trading between Korean and overseas companies in the bio and medical industries. The event is designed to develop a concrete business relationship and pursue potential contract opportunities between guests from overseas and Korean companies, which attracted 226 companies from 61 countries participated from only overseas.



3) In-depth Seminars with Variety Topics

With the start of Andrew Norden's key note who is a specialist of World-first cancer detecting programme, 180 sessions of seminars were concurrently held in COEX Conference Center during the KIMES to deliver the quality information and knowledges. Covered topics in the KIMES conferences were from government policies on medical devices market, newest technologies on medical devices to financial technology for the doctors.

III. Exhibition Results & Figures

1) Classification of Manufacturers

Country	No. of Company	Country	No. of Company	Country	No. of Company
Korea	579	Ireland	3	Portugal	2
Australia	1	Israel	7	Russia	1
Austria	14	Italy	24	Saudi Arabia	1
Belgium	4	Japan	62	Singapore	4
Canada	13	Kazakhstan	2	Spain	2
China	154	Latvia	1	Sweden	5
Czech	2	Malaysia	10	Switzerland	22
Denmark	13	Mexico	3	Taiwan	58
Estonia	1	Netherlands	11	Thailand	2
Finland	9	NewZealand	1	Turkey	1
France	13	Norway	2	U.K.	24
Germany	88	Pakistan	16	U.S.A.	125
Hong Kong	3	Philippine	1	Vietnam	3
India	1	Poland	4		

Total : 41 Countries 1,292 Companies

2) Exhibitors Classified by Main Exhibits

Exhibit's Code	Main Exhibits	No. of Exhibitor
①	Consultation & Diagnosis Equipment	207
②	Clinical Examination Equipment	62
③	Radiology Equipment	82
④	Surgical Apparatus & Equipment	140
⑤	Cure Apparatus & Equipment	122
⑥	Physiotherapy Apparatus	220
⑦	Ophthalmic Apparatus	22
⑧	Dental Apparatus	23
⑨	Central Supply Equipment	43
⑩	Hospital Facilities & Emergency Equipment	120
⑪	Medical Information System	38
⑫	Oriental Medicine & Equipment System	8
⑬	Pharmaceutical Equipment	12
⑭	Cosmetic Dermatology & Healthcare Equipment	224
⑮	Medical Device Component & Service	198
⑯	Disposable Apparatus, Others	221

3) Number of Visitors

Dates	Local Visitors	Overseas Buyers	Total Visitors	Rates
March 16th(Thu.)	14,938	1,597	16,535	22.6%
March 17th(Fri.)	21,684	1,135	22,819	31.2%
March 18th(Sat.)	19,745	571	20,316	27.8%
March 19th(Sun.)	13,190	233	13,423	18.4%
Total	69,557	3,536	73,093	100.0%

4) Overseas Visitors Classified by Countries

Countries	Visitors	Countries	Visitors	Countries	Visitors
Algeria	5	Hong Kong	173	Peru	3
Angola	3	Hungary	10	Philippiens	66
Argentina	7	India	32	Poland	39
Armenia	2	Indonesia	96	Portugal	8
Australia	37	Iran	33	Qatar	5
Azerbaijan	2	Iraq	3	Romania	2
Bangladesh	17	Ireland	1	Russia	116
Belarus	2	Israel	8	Saudi Arabia	35
Belgium	3	Italy	26	Serbia	1
Bolivia	7	Japan	306	Singapore	76
Brazil	8	Jordan	1	Slovakia	8
Bulgaria	9	Kazakhstan	18	South Africa	4
Cambodia	11	Kenya	2	Spain	16
Canada	30	Kuwait	7	Sri Lanka	3
Chile	3	Kyrgyzstan	2	Sudan	15
China	821	Laos	2	Sweden	5
Colombia	8	Latvia	1	Switzerland	18
Cote D'Ivoire	8	Lebanon	4	Syria	14
Croatia	8	Malaysia	122	Taiwan	240
Czech	7	Mexico	18	Tanzania	1
Denmark	4	Mongolia	75	Thailand	231
Egypt	12	Morocco	4	Tunisia	2
ESTONIA	2	Mozambique	1	Turkey	52
Ethiopia	7	Netherlands	5	U.A.E	24
Fijie	1	New Zealand	4	U.K	17
Finland	15	Nigeria	3	U.S.A	126
France	21	Norway	2	Ukraine	8
Germany	56	Oman	4	Uzbekistan	17
Ghana	1	Pakistan	33	Venezuela	1
Greece	3	Panama	1	Vietnam	170
Guatemala	2	Paraguay	1	Others	93
3,536 Visitors from 92 Countries					

5) Purpose of Visit (Multiple Responses)

Classification	Answers	Rates
Gather Information	29,688	35.7%
Buying Consultation	12,225	14.7%
Export/Import Consultation	5,821	7.0%
Market Research	15,634	18.8%
General Interests	12,890	15.5%
Others	6,902	8.3%
Total	83,160	100.0%



6) Visitors' Occupation

Classification	Rates
Medical Doctor	10.9%
Herb Doctor	1.4%
Dentist	0.4%
Veterinarian	0.4%
Nurse	3.1%
Radiologists Technologist	5.2%
Physical Therapist	4.3%
Medical Technologist	0.5%
Pharmacist	0.6%
Rescue & Emergency Staff	0.2%
Occupational Therapists	0.5%
Hospital Management	3.8%
R&D Institution	2.9%
Manufacturer	11.0%
Medical Engineer	1.1%
Trader/Dealer	16.5%
Public Institution/Government	1.7%
Media	0.3%
Public	13.3%
Student	9.2%
Other	12.7%
Total	100.0%

7) Visitors' Field of Interests (Multiple Responses)

Classification	Rates
Consultation & Diagnosis Equipment	13.4%
Clinical Examination Equipment	3.9%
Radiology Equipment	6.5%
Cure Apparatus & Equipment	6.6%
Surgical Apparatus & Equipment	6.5%
Physiotherapy Apparatus	8.9%
Ophthalmic Apparatus	2.3%
Dental Apparatus	2.8%
Central supply Equipment	1.9%
Hospital Facilities / Emergency Eq.	5.4%
Medical Information System	8.4%
Oriental Medicine & Equipment	2.2%
Animal & Related Equipment	1.9%
Pharmaceutical Equipment	3.0%
Cosmetic Dermatology & Healthcare Equipment	10.3%
Medical Device Components & Service	3.5%
Disposable Apparatus, Other	12.5%
Total	100.0%

8) Visitors' Route of Initial Recognition of KIMES 2017

Classification	Rates	Classification	Rates
Invitation or Poster	44.7%	Broadcast (TV & Radio)	1.6%
Newspapers	1.4%	Medical Journal	1.8%
Related Organizations	15.2%	Exhibitors, Product provider	9.2%
Internet	19.1%	Ad. In Outdoor	0.7%
Text, E-mail, Fax	6.3%	Total	100.0%

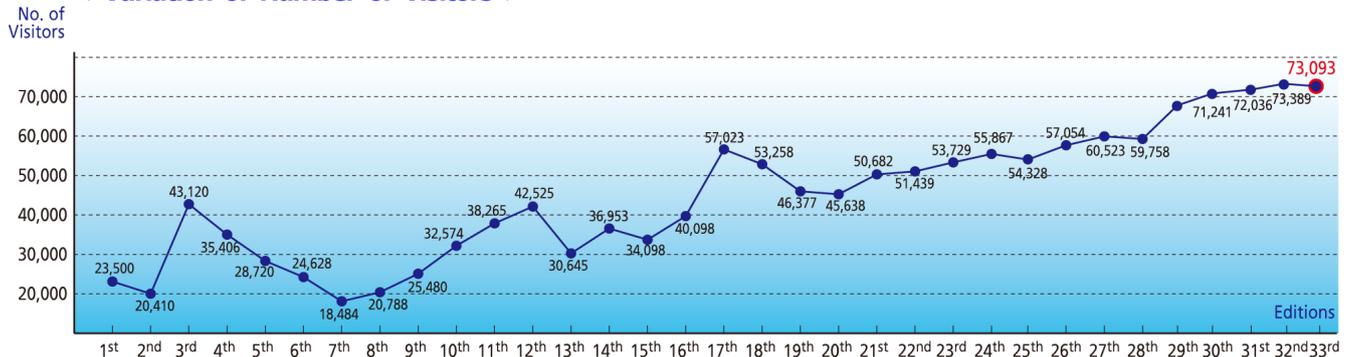
9) Comparison of Exhibition Statistics

Editions	Countries	Exhibitors	Visitors	Scale (m ²)	Venue
1st (1980. 6)	5	32	23,500	1,914	KOSAMI
5th (1989. 9)	12	140	28,720	3,888	KOEX
10th (1994. 3)	22	267	32,574	7,776	KOEX
15th (1999. 3)	23	403	34,098	10,768	COEX
20th (2004. 3)	30	786	45,638	25,101	COEX
25th (2009. 3)	34	1,023	54,328	32,382	COEX
26th (2010. 3)	34	1,045	57,054	33,352	COEX
30th (2014. 3)	38	1,095	71,241	38,385	COEX
33rd (2017. 3)	41	1,292	73,093	38,796	COEX

< Variation of Number of Exhibitors >



< Variation of Number of Visitors >



IV. KIMES Promotion Campaigns

1) KIMES Promotional Campaigns in International Medical Shows

Exhibitions	Dates	Countries	Cities
CMEF Spring 2016	2016. 4. 17 ~ 20	China	Shanghai
Medicare Taiwan 2016	2016. 6. 16 ~ 19	Taiwan	Taipei
Fime 2016	2016. 8. 2 ~ 4	U.S.A.	Miami
Pharmed 2016	2016. 9. 21 ~ 24	Vietnam	Ho chiminh
Hospital Expo 2016	2016. 10. 19 ~ 22	Indonesia	Jakarta
Hospex 2016	2016. 10. 26 ~ 28	Japan	Tokyo
Medica 2016	2016. 11. 14 ~ 17	Germany	Duesseldorf
RSNA 2016	2016. 11. 27 ~ 12. 2	U.S.A.	Chicago
Zdravookhraneniye 2016	2016. 12. 5 ~ 12. 9	Russia	Moscow
ArabHealth 2017	2017. 1. 30 ~ 2. 2	U.A.E.	Dubai

Medica 2016



CMEF 2016



Medicare Taiwan 2016



FIME 2016



Arab Health 2017



Hospital expo 2016



2) KIMES Advertising Campaign on International Medical Magazines & Journals

Name of Mediums	Contents	Advertising Dates	Frequency
CMEF Spring Directory	Ad.	2016 Apr.	1 time
Hospitalar Directory	Ad.	2016 May	1 time
FMH Medical & Health	News/Ad.	2016 Apr. Sep.	2 times
CLI	Ad.	2016 Nov.	1 time
Medical Devices Purchase Guide	Ad.	2016 Apr. June. Aug. Oct.	5 times
El Hospital	News/Ad.	2016 Oct/Nov, 2017 Dec/Jan	2 times
European Hospital	News/Ad.	2016 Oct/Nov, 2017 Dec/Jan, Feb/Mar	3 times
Hospimedica Int'l	News/Ad.	2016 Nov, 2017 Dec/Jan	2 times
Hospital Expo Directory	Ad.	2016 Oct	1 time
IHE	News/Ad.	2016 Sep, Oct, Nov, 2017 Dec/Jan	4 times
Infomedix	News/Ad.	2016 Nov, 2017 Jan	2 times
Labmedica Int'l	News/Ad.	2016 Nov	1 time
MEDICA Daily	Ad.	2016 Nov 16 th , 17 th	2 times
Middle East Health	News/Ad.	2017 Jan/Feb	1 time
Zdravookhraneniye Directory	Ad.	2016 Dec	1 time
Arab Health News Daily 2017	Ad.	2017 Jan 30 th	1 time
Buyers Guide Medical	News/Ad.	2017 Feb	1 time
El Hospital.com	Web Banner	2016 Nov ~ 2017 Jan	3 months
Hospimedica.com	Web Banner	2017 Jan 15 th ~ March 15 th	2 months
IHE-Online.com	Web Banner	2016 Dec 15 th ~ 2017 Feb 15 th	2 months
Infomedix	Web Banner	2016 April ~ 2017 Feb	10 months

3) Advertising Campaign

Advertising campaign of KIMES was run widely throughout from TV, Radio, daily news papers and financial newspapers and outdoors. The reason for campaigning on the public media is there are high interests of personal healthcare items in Korea recently.

Also, promotion campaign widely progressed through internet portal site advertising mediums for all KIMES exhibitors. Most of products were posted on the portal site, such as Google, and Korea popular web-site.



<Promoting on Web banners and Medical Journals>

V. KIMES 2017 Special Events

1) Opening Tape Cutting Ceremony

Date : 11:00 a.m. March 16th, 2017
Location : At the main Entrance of Hall A in COEX
Attended VIPs :
 Members of the National Assembly,
 Vice-ministers from ministries, commissioner
 from MFDS, head of sponsoring organizations
 and exhibitors.



<Tape Cutting Ceremony>

2) KIMES Scholarship contribution

Date : 15:00 p.m. March 16th, 2017
Location : VIP Room
 Wishing to contribute to the health care industry
 through finding talented student and to foster
 the upcoming generations, we started to offer
 "KIMES Scholarships" to young students whose
 college major is in biomedical engineering from
 2014.



<KIMES Scholarship>

3) In-depth Seminars with Variety Topics

180 seminars under the diverse topics were
 concurrently held in COEX Conference Center
 during the KIMES to deliver the quality
 information and knowledges. Covered topics in
 the KIMES conferences were from government
 policies on medical devices market, newest
 technologies on medical devices to financial
 technology for the doctors.



<Conference>

4) Global Bio & Medical Plaza held with KIMES

Global Bio & Medical Plaza is the principal global
 platform for facilitating cooperation and trading
 between Korean and overseas companies in the
 bio and medical industries. The event is
 designed to develop a concrete business
 relationship and pursue potential contract
 opportunities between guests from overseas and
 Korean companies.



<Global Bio Medical Plaza 2017>

5) KIMES 2017 Tour Programme

Attractive tour programme presented memorable
 times to foreign visitors during KIMES show.
 KIMES offered Seoul City tour programme to
 experience famous sightseeing places and Korea
 culture.



<KIMES Seoul City Tour>

VI. KIMES 2017 Conferences

1. KIMES Key Note



Andrew Norden

MD, MPH, MBA, Deputy Chief Health Officer
 IBM Watson Health
 - World-first Cancer Detecting Programme 'Watson for Oncology' Specialist

- Time : March 16th 2017 / 13:00~14:00
- Place : Conference room 307
- Topic : The Future of Health is Cognitive
- Host : KOTRA, Korea E&Ex Inc.

2. GBMP 2017 Conference : Coex Conference Center 3Fl.

Date	Time/Place	Topics	Contact
3/16 (Thu.)	Main topics : Public Procurement Market Entrance Brief of Global Medical Equipment (Room 307)		bth8701@kotra.or.kr 82-2-3460-7625 Host : KOTRA
	14:00~14:45	Topics : Various Procurement Methods and Recent Issue of NHS (NHS Procurement Consultancy)	
		Topics : Management of NHS and Strategy of Small Enterprises (NHS e-Procurement Professional Consultancy)	
	14:45~15:15	Topics : Current Status of Medical Public Procurement Market of Hungary and Entrance Plan (OTH-ANTSZ)	
	15:15~15:45	Topics : Current Status of UN African Refugee-aid Medical Equipment Procurement Market and Precaution upon Participation in UN Procurement (UNHCR Kenya)	
	15:45~16:00	Question and Answer	
	Main topics : Medical Equipment Registration Policy Brief in Middle & South America (Room 307)		
	16:00~16:40	Topics : Argentina Registration Policy (ANMAT)	
	16:40~17:20	Topics : Brazil Medical Equipment (Electronics) Certification Policy (INMETRO)	
	17:20~18:00	Topics : Mexico Registration Policy (ENTIMEM)	
18:00~18:20	Question and Answer		

Date	Time/Place	Topics	Contact
3/16 (Thu.)		Main topics : Global Healthcare Project Presentation by Ordering Organisation (Room 317BC)	bth8701@kotra.or.kr 82-2-3460-7625 Host : KOTRA
	09:40~10:00	Topics : Joint Research and Vaccine Development on Epidemic Disease in Middle-South America (Brazil Fiocruz)	
	10:00~10:20	Topics : Construction of National Medical University Hospital in Kazakhstan (Kazakhstan PPP Center)	
	10:20~10:40	Topics : Construction of Rehabilitation centre in Kazakhstan (Kazakhstan Socio-Enterpreneurial Corp. Almaty(SEC))	
	10:50~11:10	Topics : Joint Investment Entrance with Companies keen to enter China (China Dalian Cybernaut Investment Group)	
	11:10~11:30	Topics : Medical City Project (Oman Ministry of Health)	
	11:30~12:00	Topics : 3 Hospital Turn-Key Projects including Lima adolescent General Hospital PPP (Peru Proinversion)	

3. Medical Industry Policy Seminar : Coex Conference Center, 3Fl. / 4Fl.

Date	Time/Place	Topics	Contact
3/16 (Thu.)	10:30~12:30	Topics : Medical device registration in Russia (1st topic) Eurasian Economic Union Regulations (2nd topic) Speaker : Tatiana Nosova (Tatiana CEO) Ruslan Kalachev (Ruslan Deputy CEO)	www.kmdia.or.kr 82-70-7725-8730 Host : Korea Medical Devices Industry Association
	13:00~15:00	Topics : Export and import customs process Speaker : Jun-Young Jang (Cheonan Customs Director)	
	15:00~16:00	Topics : Standard customs prediction report training for medical device importers Speaker : In-Beom Kim (Korea Medical Devices Industry Association Team Leader)	
	16:30~18:00 Rm. 318	Topics : New advertising promotion trend in Web 3.0 era applied to medical device advertisement Speaker : Han Sang-Pil (HanYang University Professor)	
	13:00~15:00 Rm. 317BC	Topics : EU Medical Device Regulation(MDR) & IVD Regulation(IVDR) Update Speaker : Min-Yong Choi (BSI Group Korea Head of Healthcare)	

Date	Time/Place	Topics	Contact
	13:30~13:40	Topics : Introduce of Medical Device Cooperation Forum Speaker : Young Huh Medical Device, PD (Korea Evaluation Institute of Industrial Technology(KEIT))	
	13:40~14:00	Topics : Current status and prospect of industrialization of medical radiation technology Speaker : Prof. Jong-Hyo Kim (Graduate School of Convergence Science and Technology, Seoul National University)	
	14:00~14:20	Topics : New MRI Technologies and Their Applications Speaker : Prof. Chang-Hyun Oh (Department of Electronics and Information Engineering, Korea University)	
	14:20~14:40	Topics : Hybrid Ultrasound Imaging and Therapeutic Techniques Speaker : Prof. Jin-Ho Chang (Sogang University)	
	14:50~15:10	Topics : Opportunities for new growth in medical devices from deep running Speaker : Hyun-Jun Kim Co-Founder, CSO (Vuno Korea)	
	15:10~15:30	Topics : Transactional Research of Biophotonics Speaker : Prof. Jae-Gwan Kim (Gwangju Institute of Science and Technology)	
	15:30~15:50	Topics : Commercialization of non vascular stent and its technology trends Speaker : Prof. Kun Na (Catholic University of Korea)	www.keit.re.kr 82-53-718-8392 Host : Korea Evaluation Institute of Industrial Technology(KEIT), KMDICA
	15:50~16:10	Topics : The current and future application of VR and AR in brain rehabilitation Speaker : Prof. Min-young Kim (CHA university)	
	16:20~16:40	Topics : Diabetes management and health IT Speaker : Doo-Ah Choi Representative (Huray positive)	
	16:40~17:00	Topics : Medical imaging Big Data : Current status and perspective Speaker : Prof. Byoung-Wook Choi (Department of Radiology, Yonsei University College of Medicine)	
	17:00~17:20	Topics : Clinical application of cutting edge convergence technologies in dentistry : Preseng and future Speaker : Prof. Bu-Kyu Lee (Department of Oral and Maxillofacial Surgery, Asan Medical Center, Seoul, Korea)	
	17:20~17:40	Topics : Experience of the spinal treatment and rehabilitation equipment development Speaker : Hyeun-Sung Kim, Vice President (Nanoori Suwon Hospital)	
	17:40~18:00 Rm. 308BC	Topics : Closing Remark Speaker : Young Huh Medical Device, PD (Korea Evaluation Institute of Industrial Technology (KEIT))	

Date	Time/Place	Topics	Contact
3/17 (Fri.)	14:00~16:00 Rm. 401	Topics : Improper Solicitation and Graft Act - Intensive casestudy / Records of any economic benefit provided to HCPs under the revised Medical Devices Act Speaker : Seou-Gun Yun (BAE, KIM & LEE, LLC Partner)/ Hyo-Jun An (BAE, KIM & LEE, LLC Attorney)	www.kmdia.or.kr 82-70-7725-8730 Host : Korea Evaluation Institute of Industrial Technology(KEIT), KMDICA
	10:00~10:50	Topics : 2017 Policy direction for health insurance Speaker : Hae-Jin Do (Ministry of Health & Welfare Director)	
	11:00~11:50	Topics : 2017 Direction for medical device management system Speaker : Mi-Young You (Health Insurance Review & Assessment Service General Director)	
	13:00~18:00 Rm. 402	Topics : Introduction of ISO 13485:2016 Speaker : Hideki Asai (Hitachi High-Tech Science Corporation TUV Rheinland Japan Ltd. Chief Engineer Advisory Committee)	
	10:00~12:00 Rm. 403	Topics : Regulatory affairs and medical devices registration in China Speaker : Eun-Ha Choi (SINOSEOUL CO., Ltd. General Manager)	
	Main Topics : Seminar of National Health Insurance System Registration for Medical Device		www.wmit.or.kr 82-33-760-6134 Host : Wonju Medical Industry Techno Valley
	13:30~15:20	Topics : Introduction of Health Insurance Issues Renewed in 2017 Speaker : Mi-hyang Kim, Head of department (HIRA)	
	15:30~17:30 Rm. 300	Topics : Introduction Central Business of Health Insurance Registration for treatment material Speaker : Sun-hee Kim, Deputy department head (HIRA)	
	Main Topics : Encouragement Program for The Industries of Economic Cooperation Region (Seminar & Product Demonstration)		www.cbtp.or.kr 82-43-270-2352 Host : Chungbuk Technopark
	14:00~14:30	Topics : Product demonstration (Development a multi-axial traction robot system in preparation for the affected limb prior to orthopedic surgery) Speaker : Kyung-Hoon Kim (Hanlim Medical Equipment Co., Ltd)	
	14:30~15:00	Topics : The current issue and Prospect for orthopedic medical devices Speaker : Kwang-Gi Kim (Gachon University)	
	15:00~16:00	Topics : Modification of Licensing Policy above 2nd grade for Medical Devices accordance with IEC 60601-1 3th edition Speaker : Chan-Yo Won (Dt&S Co.,Ltd)	
	16:00~17:00 Rm. 317A	Topics : Introduction of Usability Test Center and Understanding of Usability Test Speaker : Jong-hee Lee (Seoul National University Hospital Usability Test Center)	

4. Special Lecture for Health Care Provide : Coex Conference Center, 3Fl. / 4Fl.

Date	Time/Place	Topics	Contact
3/18 (Sat.)	Main Topics : Doctorstory opened and management information conference		www.doctorstory.kr 82-2-6925-2238 Host : Doctor story
	10:10~10:50	Topics : Trend of Current Finance and Market Change Speaker : Representative Ji-Hwan Kim (papyrus)	
	10:50~11:30	Topics : Location Strategy for Success Speaker : Yeon-Mo Yang, Manager (Doctor story)	
	11:40~12:20	Topics : Differentiated hospital interiors Speaker : Representative Seung-Oh Yoo (Design H)	
	12:20~13:00	Topics : All the funds in the opening hospital Speaker : Joo-Hwan Lee, Manager (Citi Bank)	
	14:00~14:40	Topics : Check point of hospital manpower management Speaker : Representative Jin-Na Jang (Labor juristic Hyeonyul)	
	14:40~15:20	Topics : Effective hospital marketing Speaker : Representative Jin-Ho Baek (Cansplex Ltd.)	
	15:30~16:10	Topics : The opening consultation of the hospital Speaker : Jae-Deok Park, Manager (Daedong Medical)	
	16:10~16:50 Rm. 301	Topics : Tax Management Strategies for the Success Speaker : Representative Chang-Hyeok Gang (Corporation tax. Tax Home & out)	
	13:10~13:50 Rm. 306	Topics : Strategic location. Successful completion stage Speaker : Yeon-Mo Yang, Manager (Ltd. Doctor story)	
Main Topics : Healthcare Revolution to be brought by Artificial Intelligence (AI)		www.bosa.co.kr 82-2-467-5671 Host : Medical news	
13:30~14:20	Topics : Artificial Intelligence and Future of Healthcare Speaker : Prof. Ju-Han Kim (SNU Biomedical Informatics)		
14:20~15:10	Topics : Medical Imaging Procedures and Role of AI Speaker : CEO, Seung-Wook Baek (Lunit)		
15:20~16:10	Topics : IoA3: Healthcare AI Paradigm in the Highly Distributed Environment Speaker : Prof. Kyae-Hwa Lee (SNU Biomedical Informatics)		
16:10~17:00 Rm. 317	Topics : 4th Industrial Revolution and Future of Healthcare Speaker : Ji-Hyo Lee, Director (Bain & Company Korea)		

Date	Time/Place	Topics	Contact	
3/19 (Sun.)	Main Topics : Doctor, Meet the Service Design			(Korean Medical Association) www.mdcampus.co.kr 82-2-561-8279 (Charged) Host : Doctorsnews, MBAKOREA
	13:10~14:00	Topics : Service design for patient experience - What is the service design in healthcare? - How can we improve the patient experience? Speaker : Jung-Ha Ku (Designcare)		
	14:00~14:50	Topics : A Case on Healthcare Design through 'Empathy' skill - Service Design 'empathy' secret - A lot of case medical service design Speaker : Young-Mi Oh (Tangino Group)		
	15:10~16:00	Topics : Designing services for human and values - Concept of service design - Case of Project Design and Insight in Service Design Speaker : Nam-Hyoung Kim (Kaywon University of Art and Design)		
	16:10~17:00	Topics : The effort of hospitals to become Only1, not Best1 - Design of 'Seoul Now Hospital' - Experience NOW! Speaker : Jun-Bae Kim, MD (Seoul NOW Hospital)		
	17:00~17:40 Rm. 402	Topics : Infection control for healthcare organisations - Current status of healthcare associated infection in Korea - Policy changes in healthcare associated infection control Speaker : Joong-Sik Eom (Division of Infectious Diseases, College of Medicine, Gachon University)		
	Main Topics : Doctorstory opened and management information conference			www.doctorstory.kr 82-2-6925-2238 Host : Doctor story
	10:10~10:50	Topics : Trend of Current Finance and Market Change Speaker : Representative Ji-Hwan Kim (papyrus)		
	10:50~11:30	Topics : Location Strategy for Success Speaker : Yeon-Mo Yang, Manager (Doctor story)		
	11:40~12:20	Topics : Differentiated hospital interiors Speaker : Representative Seung-Oh Yoo (Design H)		
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	14:40~15:20	Topics : Effective hospital marketing Speaker : Representative Jin-Ho Baek (Cansplex Ltd.)		
	15:30~16:10	Topics : The opening consultation of the hospital Speaker : Jae-Deok Park, Manager (Daedong Medical)		
16:10~16:50 Rm. 301	Topics : Tax Management Strategies for the Success Speaker : Representative Chang-Hyeok Gang (Corporation tax. Tax Home & out)			
13:10~13:50 Rm. 306	Topics : Strategic location. Successful completion stage Speaker : Yeon-Mo Yang, Manager (Ltd. Doctor story)	www.doctorstory.kr 82-2-6925-2238 (Charged) Host : Doctor story		

Date	Time/Place	Topics	Contact
3/19 (Sun.)	Main Topics : Endless World, Lots to do : Global Doctors		www. medigatenews.com 82-70-5029-5785 (Charged) Host : Medigatenews & Medigate
	09:30~10:00	Topics : Becoming a doctor in Japan in 2 years Speaker : Moon-Ki Hong, M.D. (National Rehabilitation Center)	
	10:00~10:30	Topics : U.S. Immigration Options for Physicians Licensed in Korea Speaker : Mike D Choi, lawyer (Law Firm Kim & Min)	
	10:30~11:00	Topics : Living as a doctor in the States Speaker : Joo-Won Lee, M.D. (Gwinnett Clinic / Gwinnett Medical Center)	
	Main Topics : Endless World, Lots to do : Non-clinical Doctors Moderater : Kim, Chi Weon, M.D. (Seoul Wise Hospital)		
	11:30~12:00	Topics : Could we call a doctor, an entrepreneur? Speaker : Bon-Cheol Goo, Medical Director / M.D. (LUTRONIC)	
	12:00~12:30	Topics : Doctor at an Insurance Company for special contact analyzer Speaker : Jee-Won Kim, Team leader / M.D. (LOTTE Insurance Co.)	
	12:30~13:00	Topics : Truth and Justice Speaker : Seok-Hyun Kim, Executive Director / M.D. (NECA)	
	13:00~13:30	Topics : A life of a medical reporter Speaker : Jin-Han Lee, Social Policy Desk / M.D., Ph.D (Dong-a Ilbo)	
	13:30~14:00	Topics : Things that doctor could do! Speaker : Dong-Charn Cho medical correspondent / Deputy Editor (SBS)	
	Main Topics : The 4th Esthetic Forum Offline Meeting		
	14:30~15:30	Topics : Various use of the long pulse ND-YAG Speaker : Dong-Hyuk Song, M.D. (L-star clinic)	
	15:30~16:30	Topics : Various use of Filler & Botox Speaker : Hyun-Koun Park, M.D. (Rodeo clinic)	
16:30~17:30 Rm. 317	Topics : Smiling eyeroll Speaker : Ik-Soo Koh, M.D., Ph.D. (Kohiksoo Plastic Surgery)		

5. International Academic Conference of Radiological Technologist and Special Lecture

Host : Seoul Radiological Technologists Association / Sponsor : Korea E&EX Inc. / Place : Coex Conference Center 4FL.

Date	Time/Place	Topics	Contact
3/18 (Sat.)	Main Topics : Challenge new vision values, SRTA		www.srta.or.kr 82-2-576-6431 (Charged) (Training grade:4)
	10:00~12:20	Topics : Thesis Presentation I	
	12:30~14:45	Topics : Thesis Presentation II	
	15:00~18:00 Rm. 401	Topics : KIMES & 52nd SRTA International Conference Ceremony	
	10:00~12:10	Topics : International Session I	
	12:20~14:45 Rm. 402	Topics : International Session II	
	12:00~13:30 Rm. 403	Topics : The newest Ultrasound Medical Equipment comprehension	

6. 58th General Conference of Korean Physical Therapy Association

Host : KPTA & KSPTA / Sponsor : Korea E&EX Inc. / Place : Auditorium

Date	Time/Place	Topics	Contact
3/19 (Sun.)		Main Topics : New Paradigm of Movement in KPTA	www.kspta.or.kr (Charged) (Training grade:8)
	09:00~09:30	Topics : New Paradigm of Movement in KPTA Speaker : Ki-Song Kim	
	10:15~12:00	Topics : Innovative Movement Concept in Physical Therapy Speaker : Oh-Yun Kwon	
	14:00~15:45	Topics : The Newest Gait Assessment & Training Speaker : Sun-Hong Hwang / Min-Hyeok Kang / Sung-Pil Yang	
	16:00~17:45	Topics : Clinical Movement Training Using a Sling System Speaker : Eui-Ryoung Kim / Seung-Min Kim / Guan-Woo Kong	

7. Global Trade Conference : Coex Conference Center, 3Fl. / 4Fl.

Date	Time/Place	Topics	Contact
3/16 (Thu.)	13:00~15:00	Topics : Medical device trend in terms of regulation changes which covers MDSAP, MDR, IVDR Speaker : Dr. Peter Havel (TUV-SUD)	www.medinet.or.kr 82-70-8892-3741 Host : KMDICA
	15:00~16:00	Topics : The seminar for status of the Indonesia medical device market & licence Speaker : Ministry of health, Indonesia	
	16:00~17:00 Rm. 300	Topics : The seminar for status of the Vietnam medical device market & licence Speaker : Tuan Ahn Nguyen (KMD VINA)	
	14:00~15:00	Topics : China's medical device markets current and Effective market access scheme Speaker : Sung-Ro Yun, Branch manager (WeGo Korea), Se-Hoon KIM, China Localization Support Center Representative (KMDICA)	
	15:00~16:00 Rm. 301B	Topics : Seminar on Government Support for the Domestic Medical Device Industry Speaker : Ministry of Health and Welfare	
3/17 (Fri.)	14:00~15:00	Topics : Presentation of Survey on demand of medical equipment industry manpower Speaker : KMDICA	www.medinet.or.kr 82-70-8892-3741 Host : KMDICA
	15:00~16:00 Rm. 307A	Topics : Presentation about export supporting policy for small & medium size enterprises Speaker : SMBA	
	10:00~12:00 Rm. 307BC	Topics : Complying with the Medical Device Directive for R&D Process Speaker : Thomas Huang, Engineering Manager (UL)	

Date	Time/Place	Topics	Contact
3/17 (Fri.)	Main Topics : '17 NAMSA Seminars		www.medipert.com 82-2-921-6103 (Charged) Host : NAMSA Agent (Medipert)
	10:10~11:50	Topics : Preclinical animal study design for implantable devices Speaker : Dr. Steve Wu, Dr. Yan Cai (NAMSA)	
	13:00~14:40	Topics : Utilizing chemical characterization and biological risk assessment in device safety evaluations Speaker : Dr. Zhaohui Li (NAMSA China)	
	15:00~16:40 Rm. 308BC	Topics : Strategies on clinical evaluation report for China FDA submission of devices Speaker : Dr. Jiechen Yin (NAMSA China)	

8. Medical Industry and Medical Science Seminar : Coex Conference Center, 3Fl.

Date	Time/Place	Topics	Contact
3/16 (Thu.)	Main Topics : 3D Printing Technology Trend & Applications in Medical Industry		www.prototech.co.kr 82-2-6959-4113 Host : Prototech Inc.
	14:00~14:20	Topics : 3D Printing Technology Trend & Future in Medical Industry Speaker : Joseph Cho, Director (Prototech Inc.)	
	14:20~15:00	Topics : 3D Printing Case & Technology in Medical (Surgical Simulation & Guide) Speaker : Prof. Nam-Kug Kim (Asan Medical Center)	
	15:00~15:40	Topics : 3D Printing Application & Case in Rehabilitation Medicine Field Speaker : Prof. Sang-Jun Kim (Samsung Medical Center)	
	15:40~16:20 Rm. 327BC	Topics : Approval and Review Guideline of 3D Printing Customized Medical Device Speaker : In-Suk Park, Manager (Ministry of Food and Drug Safety)	
	Main Topics : Cloud SaaS ERP for medical device manufacturing		www.systemever.kr 82-2-2093-1090 (Charged) Host : Younglimwon Soft Lab. Co., Ltd.
	14:00~14:30	Topics : Cloud SaaS ERP for medical device manufacturing Speaker : Sung-Min Yoo, Senior Consultant (Younglimwon Soft Lab.co.,Ltd)	
	14:30~15:00	Topics : PDA interworking ERP for medical device manufacturing Speaker : Hoe-Beom Yang, Director (Younglimwon Soft Lab.co.,Ltd)	
	15:10~15:40	Topics : IoT with Microsoft Strategy Speaker : Keon-bok Lee, DX ISV Lead (Microsoft Korea)	
	15:40~16:10 Rm. 305	Topics : Cloud SaaS mobile ERP for medical device manufacturing Speaker : Mi-Sun Park, Senior Consultant (Younglimwon Soft Lab.co.,Ltd)	

Date	Time/Place	Topics	Contact
3/16 (Thu.)	14:30~15:30 Rm. 311	Topics : EMG Driven technologies and Hand of Hope Speaker : Ph.D. Haris Begovic Host : Woorimtechnology Co., Ltd.	www. woorimtechnology.com 82-2-744-2811
	13:00~13:10	Topics : An Introduction of Smart Healthcare Export Support Project Speaker : Hee-Soo Kim, Chief Manager (Medical Device Research Center)	
	13:10~13:30	Topics : An Introduction of KTL Medical Device with IEC 60601-1 3.1Ed Speaker : Jae-Phil Han, Director / Senior Engineer (Medical Device Evaluation Center)	www.ktl.re.kr 82-2-860-1108
	13:30~13:50 Rm. 311	Topics : An Introduction of KTL Medical Supplies with ISO 10993 Speaker : Seok-Kyoung Kong, Director / Senior Engineer (Medical Supplies Evaluation Center) Host : KTL (Korea Testing Laboratory)	
	16:00~17:00 Rm. 311	Topics : Daegu-Gyeongbuk Medical Innovation Foundation's support program and business promotion Speaker : Seung-Won Lee, Team manager (Business Support Team) Host : Daegu-Gyeongbuk Medical Innovation Foundation	www.dgmif.re.kr 82-53-790-5193
3/17 (Fri.)	Main Topics : Validation of Sterilization for Medical Devices		www.greenpiatech.com 82-2-3462-3766 Host : GREENPIA TECHNOLOGY Inc.
	13:00~14:00	Topics : Validation of Sterilization for Medical Devices Speaker : Hoo-Chul, Lee, Senior Researcher (Greenpia technology R&D center)	
	14:15~15:15	Topics : Evaluation of Packaging Validation (ISO 13485:2016) Speaker : Yong-Woon, Eom, Senior Researcher (Greenpia technology R&D center)	
	15:25~17:00 Rm. 318BC	Topics : Sterilization Technology Q&A Speaker : Kwang-Hoon, Kim, Plant manager / Director (Greenpia technology R&D center)	
	11:00~12:00 Rm. 310	Topics : A wearable robot for walking Speaker : Sol-Rim Kim, Researcher (SG Mechatronics) Host : SG Mechatronics	
	13:00~14:00 Rm. 310	Topics : New generation High safety HA filler ,Epiteque. What is different? Speaker : International Business Dept. Host : PRONEXX Co.,Ltd.	
	14:30~15:30 Rm. 310	Topics : Non-invasive Glucose meter Speaker : Mr. Avner Gal (Integrity Applications) Host : JOIN Medical Co.,Ltd.	
	13:00~14:00 Rm. 311	Topics : A Road to Future - Safety Medical Products Speaker : Chung-Man Kim, Director (Corporate Research Institute Magician Inc.) Host : Magician Inc.	
	14:30~15:30 Rm. 311	Topics : Ionization Solutions for Particle Contamination Speaker : Michael Radovan, Director (Simco-Ion Technology Group) Host : SUNGJI TRADING Co.,Ltd	

Date	Time/Place	Topics	Contact
3/17 (Fri.)		Main Topics : Activity of 3D Printing in Medicine- I	82-2-3010-6195 Host : Korean Society of 3D Printing in Medicine
	09:10~09:30	Topics : Plastic surgery in the 3D printing application Speaker : Jong-Woo Choi (Asan Medical Center)	
	09:30~09:50	Topics : Orthopaedic and bone tumor surgery in the 3D printing application Speaker : Hyun-Guy Kang (National Cancer Center)	
	09:50~10:10	Topics : Rehabilitation medicine (orthotics and prosthetics) in the 3D printing application Speaker : Sang-Jun Kim (Samsung Medical Center)	
	10:10~10:30	Topics : Oral and maxillofacial surgery in the 3D printing application Speaker : Ui-Lyong Lee (Chung-Ang University Hospital)	
		Main Topics : Activity of 3D Printing in Medicine-II	
	10:50~11:10	Topics : Breast surgery in the 3D printing application Speaker : Beom-Seok Ko (Asan Medical Center)	
	11:10~11:30	Topics : Radiation oncology in the 3D printing application Speaker : Sang-Gyu Ju (Samsung Medical Center)	
	11:30~11:50	Topics : Neurosurgery in the 3D printing application Speaker : Dong-Ah Shin (Severance Hospital)	
	11:50~12:10	Topics : Thoracic and cardiovascular surgery in the 3D printing application Speaker : Joon-Kyu Kang (Seoul St. Mary's Hospital)	
		Main Topics : Inaugural Assembly and Plenary Lecture / Panel	
	13:10~13:30	Topics : Founding Declaration and Congratulations on the Korean Society of 3D Printing in Medicine Speaker : Jung-Hwan Baek, (Chairman of the board, Korean Society of 3D Printing in Medicine) Moo-Jin Chu, (President, Korean Medical Association), (Section Chief, Ministry of Trade, Industry and Energy) Tong-Ryung Jung, (Section Chief, Ministry of Health and Welfare) Seo-Khyun Kim, (Director of Headquarters, Center of New Health Technology Assessment), In-Sook Park, (Section Chief, Ministry of Food and Drug Safety)	
	13:30~13:50	Topics : Plenary lecture: Government guideline and perspective Speaker : In-Sook Park (Section Chief, Ministry of Food and Drug Safety)	
	13:50~14:20	Topics : Panel Discussion: Development Outlook of 3D printing application in medical field Speaker : Sung-Kyun Kim (Professor, Konkuk University) with 6 panelists	

Date	Time/Place	Topics	Contact	
3/17 (Fri.)	Main Topics : Medical-Engineering Collaboration for 3D Printing in Medicine		82-2-3010-6195 Host : Korean Society of 3D Printing in Medicine	
	14:40~15:00	Topics : Medical image modeling for 3D printing application Speaker : Nam-Guk Kim (Asan Medical Center)		
	15:00~15:20	Topics : Software for 3D printing in medicine Speaker : Young-Jun Kim (Korea Institute of Science and Technology)		
	15:20~15:40	Topics : Materials for 3D printing in medicine Speaker : Won-Soo Yoon (University of Korea Polytechnic)		
	15:40~16:00	Topics : Cases of 3D printing in medicine Speaker : Young-Moon Shin (CEO, Prototech Inc.)		
	Main Topics : Current and Future Technologies of 3D Printing in Medicine			
	16:20~16:40	Topics : Role of 3D printing communicators in medicine Speaker : Se-Myung Jang (Director, Coreline Soft Inc.)		
	16:40~17:00	Topics : Metal printing service and applications in medicine Speaker : Dae-Joong Kim (Director, InssTek Inc.)		
	17:00~17:20	Topics : Ceramic printing service and applications in medicine Speaker : Hee-Sook Yoon (Korea Institute of Materials Science)		
	17:20~17:40	Topics : Clinical items applicable to 3D printing and platform construction Speaker : Guk-Bae Kim (Asan Medical Center)		
	17:40~18:00 Rm. 327	Topics : 4D Printing: the present and future Speaker : Yong-Gu Lee (Gwangju Institute of Science and Technology)		
	15:00~16:00 Rm. 301	Topics : Strategies For Introducing BIT Cloud Service for Smart Hospital Speaker : Kang-Soo Kim (Medical Informatics R&D Dept.)		www.bit.kr 82-2-3486-5758 Host : BIT Computer
	Main Topics : Application Strategies for Appropriate Healthcare Strategies based on Artificial Intelligence(AI)			www.kohea.co.kr 82-2-577-8300 (82-70-7728-2696) Host : KOREA DIGITAL HOSPITAL EXPORT AGENCY
	10:00~10:30	Topics : The 4th Industrial Revolution and Artificial Intelligence(AI) Speaker : Dr. Min-Hwa Lee, Chairman (KOHEA)		
	10:30~11:00	Topics : IBM Watson for Oncology and Healthcare Speaker : Dr. Kang-Yoon Lee, Professor (Gachon University)		
11:00~11:30	Topics : Application Strategies for AR/VR in Healthcare Speaker : Prof. Jeong-Hwan Kim, Dean (Dongguk Univ. Graduate School of Digital Image & Contents)			
11:30~12:00 Rm. 317BC	Topics : Social Robot with Artificial Intelligence (Case : Establishment of the POC Tele-presence robot system) Speaker : Dr. Se-Kyong Song, CEO (FUTURE ROBOT)			

Date	Time/Place	Topics	Contact
3/17 (Fri.)	10:00~12:00 Rm. 318A	Topics : Walking assistance robot(Exo-Walk) New product presentation Speaker : Jin-Won Lee, Director (Sungdo MC)	www.sungdomc.co.kr 82-32-672-1381 Host : Sungdo MC
	Main Topics : Information Exchange Seminar for The Development of Next-Generation Medical Devices		www.kmdia.or.kr 82-70-7725-8730 Host : Korea Medical Devices Industry Association
	13:30~14:10	Topics : Next-Generation Medical Robots : Focusing on Micro-Surgery Robots Speaker : Dr. Keri Kim (Senior Research Scientist, Robotics and Media Research Institute, Korea Institute of Science and Technology (KIST) Associate Professor, Korea University of Science and Technology (UST))	
	14:20~15:00	Topics : Diagnostic Ultrasound Imaging Technology Trends Speaker : Chul-An Kim (Samsung Medison Vice President)	
	15:10~15:50	Topics : The Key to Success in Medical Devices Commercialization Speaker : Yong-Han Kim (Ilooda CEO)	
16:00~16:40 Rm. 403	Topics : Future Medical Technology Global Trends Speaker : Hae-Dong Kim (B.Braun Korea CEO)		
3/18 (Sat.)	Main Topics : Robotic-ATT Clinical Seminar		www.jmtechasia.co.kr 82-2-707-1395 Host : JM Tech Korea
	17:00~17:30	Topics : Robotic-ATT Spinal Compression Syndrome and Scoliosis Speaker : Dr. David Bass, Dr. Denny (USA)	
	17:30~17:50	Topics : Robotic-ATT Degenerative herniated intervertebral disc Speaker : Dr. Hee-Kyun Kook (Sarang Plus Hospital)	
	17:50~18:20 Rm. 307	Topics : Robotic-ATT Demonstration	
	13:00~14:00 Rm. 310	Topics : MTS(Micro needling) and Asian Massage for body / face Speaker : Prof. Jae-Hee Kim (Body4Therapy, CEO) Host : Woorhi Mechatronics Co.,Ltd	www.woorhimecha.com 82-31-457-5032
	16:00~17:00 Rm. 310	Topics : Laser Medicin - What is a good laser therapy instrument Speaker : Lars Hode, Ph.D, SLMS President (Swedish Laser-Medical Society) Host : Irradia Co., Ltd.	www.irradia.com 82-32-260-1000
	Main Topics : BME in real life, Ubiquitous BME		www.facebook.com/bme.KBESA 82-10-9232-0706 Host : KBESA
	13:00~13:20	Topics : Opening address & Introduction of KBESA	
	13:20~14:30	Topics : 'BME is tearing down the walls of hospitals' Speaker : Prof. Young-Joon Ji (University of Ulsan)	
	14:50~16:00	Topics : 'Deep Learning for AI : Changing the World' Speaker : Prof. Seung-Jin Choi (Pohang University of Science and Technology)	
16:20~17:30 Rm. 327	Topics : Table mentoring Speaker : Prof. Gi-Seong Kim and a few others		

Date	Time/Place	Topics	Contact
3/18 (Sat.)	Main Topics : Healthcare design in the era of the Fourth Industrial Revolution		<p>www.kshd.org 82-31-810-5143 (Charged) Host : The Korean Society of Healthcare design</p>
	10:10~10:40	Keynote address : Healthcare design in the era of Fourth Industrial Revolution Speaker : Prof. Min-Hwa Lee (KAIST)	
	10:40~11:00	Topics : How the healthcare-service design should be changed : in the perspective of patient experience. The evaluation of patient experience: HIRA Speaker : Ms. Rho Min-Yang, Deputy manager of HIRA (HIRA)	
	11:00~11:30	Topics : Application of healthcare design to medical institutions for the management of patient experience Speaker : Mr. Choi, Jung-Min, Manager (Korea university Medical Center)	
	11:30~12:00	Topics : Panel Discussion Panel 1: Ms. Rho Min-Yang, Deputy manager of HIRA Panel 2: Mr. Choi Jung-Min, Manager, Korea University Medical Center Panel 3: Ms. Gu JungHa, President of Design-Care Facilitator : Ms. Cheon Ja-hye, Vice President (The Korean Society of Healthcare Design)	
	13:30~14:30	Topics : Presentation: Free Paper : Yonsei University, Inje University, Konyang University, etc. Facilitator : Prof. Jin-Kyung Paik, Director (Design research institute of Inje University)	
	14:40~16:00	Topics : Will you dominate the AI or be dominated? - Speaker 1: Application of AI: Medical institutions (Prof. Eon Lee, Professor, Gachon University Gil Medical Center) - Speaker 2: Application of AI: Start-up (Mr. Kim Hyun-Jun, CSO, Vuno) - Speaker 3: Application of AI: Legal Problems (Mr. Lee Dong-Phil, Attorney, Law firm Uisung) - Speaker 4: Characteristics of medical services and application of AI (Dr. Kim Chi-Weon, President, Seoul Wise Hospital)	
	16:10~17:20	Topics : Panel Discussion - Prof. Eon Lee, Professor(Gachon University Gil Medical Center), Mr. Kim Hyun-Jun, CSO(Vuno), Mr. Lee, Dong-Phil, Attorney(Law firm Uisung), Mr. Kim Chi-Weon, President(Seoul Wise Hospital), patient with the experience of A.I. in medical treatment Facilitator : Dr.Jae-Young Park, Executive Editor(The Korean Doctor's Weekly)	
17:20~17:30 Rm. 308	Topics : Closing address Speaker : Dr. Sae-Chul Kim, President (The Korean Society of Healthcare design)		

Date	Time/Place	Topics	Contact
3/18 (Sat.)	Main Topics : ALPINION Ultrasound Academy		www.alpinion.co.kr 82-70-7465-2446 Host : ALPINION Medical Systems
	15:00~17:30 Rm. 318C	Topics : MSK(musculo skeletal) - Spine Speaker : I. K .BANG, M.D. (Yonsei EL Clinic)	
3/19 (Sun.)	Main Topics : Redbalance Kimes Conference		www.redbalance.com 82-2-999-0624 (Charged) Host : Redbalance Academy
	09:00~10:30	Topics : TOGU Fasciae Training Speaker : Hye-Jin Bae (Balanceone exercise center)	
	10:30~12:00 Rm. 300	Topics : Skeletal muscular Rehabilitation Ultrasound RUSI Application Speaker : Wan-Hee Lee (Sahmyook University, Physical therapy)	
	Main Topics : ALPINION Ultrasound Academy		www.alpinion.co.kr 82-70-7465-2446 Host : ALPINION Medical Systems
	09:00~12:00	Topics : MSK (musculo skeletal) - Shoulder Speaker : K. P. KO (Hanmaeum Orthopedic Surgery)	
	12:30~16:00 Rm. 318BC	Topics : IM(internal medicine) - abdominal Speaker : I. B. KIM (IM Clinic)	
	Main Topics : Clinical Usefulness of Wireless Portable Ultrasound		www.healcerion.com 82-70-7582-632 Host : Healcerion
	13:00~13:30	Topics : Clinical application of wireless portable ultrasound Speaker : Dr. Ryu, CEO (Healcerion)	
13:30~14:50	Topics : Ultrasound guided procedure for plastic surgery - Hands-On course 1) Identification of major anatomical structures using ultrasound in esthetics (Beauty) 2) Use of portable ultrasound in liposuction Speaker : Dr. Kim (Model-Line Clinics)		
15:00~16:20	Topics : Usefulness of portable ultrasound in BedSide Procedure - Hands-On course 1) Central and IV Catheter 2) In plane / Out plane Speaker : Prof. Jeong (Ilsan-Baek Hospital)		
16:30~17:50 Rm. 315	Topics : Ultrasound in Trauma - eFAST - Hands-On course 1) Fast scan Speaker : Woo-Sung Choi (GaCheon University Gil Medical Center)		

VII. KIMES 2017 Exhibitors Survey Results

1. Main Purpose of Exhibition Participation (Multiple Response)

- ① Increase Corporate Images **(23.06%)**
- ② Find the New Distributors **(31.13%)**
- ③ Networking **(9.90%)**
- ④ Sales & Promotion **(17.00%)**
- ⑤ New Product Launch **(18.12%)**
- ⑥ Others **(0.79%)**

2. Overall Rate of ROI from KIMES 2017

- ① Very Good **(10.47%)**
- ② Good **(58.02%)**
- ③ Adequate **(27.23%)**
- ④ Unsatisfied **(3.06%)**
- ⑤ Very unsatisfied **(1.22%)**

3. Preference of Promotion Campaign for the Exhibition (Multiple Response)

- ① Direct Mailing **(18.10%)**
- ② TV Ad. **(13.68%)**
- ③ Radio Ad. **(4.58%)**
- ④ Newspapers **(6.22%)**
- ⑤ Medical Journals **(9.95%)**
- ⑥ Internet **(17.79%)**
- ⑦ Through Association **(7.30%)**
- ⑧ Exhibition Abroad **(9.01%)**
- ⑨ TEXT Message **(4.74%)**
- ⑩ Int'l Journals **(2.80%)**
- ⑪ Outdoor Billboards **(5.13%)**
- ⑫ Others **(0.70%)**

4. Overall Satisfactory Rate of KIMES 2017

Areas	Very Satisfied	Satisfied	Adequate	Not Satisfied	Definitely Unsatisfied
① No. of Visitors (Domestics)	9.24%	41.03%	39.43%	9.06%	1.24%
② No. of Visitors (Int'l)	7.73%	28.96%	47.45%	13.71%	2.15%
③ Quality of Visitors	8.20%	34.76%	49.73%	6.24%	1.07%
④ Organizer's Promotion Effort	9.34%	43.09%	42.01%	4.67%	0.89%
⑤ Exhibition Operations	12.14%	44.29%	38.57%	3.21%	1.79%
⑥ Quality of Exhibition Service	12.52%	46.51%	35.96%	3.94%	1.07%
⑦ Level of Venue Facilities	11.69%	44.60%	36.87%	5.58%	1.26%

5. Intention of Participation at KIMES 2018

- ① Definitely Participate **(74.06%)**
- ② Consider to Participate **(24.69%)**
- ③ Not Participate **(1.25%)**

<Floor Plan(3Fl.)>

Exhibit Category by Hall

www.kimes.kr

+ Cure & Medical Information Systems (Hall A - 1Fl.)

Medical Information Systems, Surgical Apparatus & Equipment, Cure Apparatus & Equipment, Dental & Ophthalmic Apparatus, Pharmaceutical Equipment

+ Healthcare & Rehabilitation Equipment Hall (Hall B, Grand Ballroom - 1Fl.)

Physiotherapy Apparatus, Cosmetic Dermatology & Healthcare Equipment, Skincare & Cosmetic Devices, Nursing for Aged Items & Services

+ Clinical & Diagnosis Equipment Hall (Hall C - 3Fl.)

Diagnosis Equipment, Laboratory Equipment, Clinical Examination Equipment, Radiology Equipment, Animal Medical Devices

+ IMAGING & Hospital Facilities Hall (Hall D - 3Fl.)

Diagnosis & Radiology Imaging Equipment, Central Supply Equipment, Dental Apparatus, Hospital Facilities, Emergency Equipment

+ Medical Device Component Pavilion (Hall A4-1Fl./ D2-3Fl.)

Medical Device Component & Services, Materials for Medical Devices

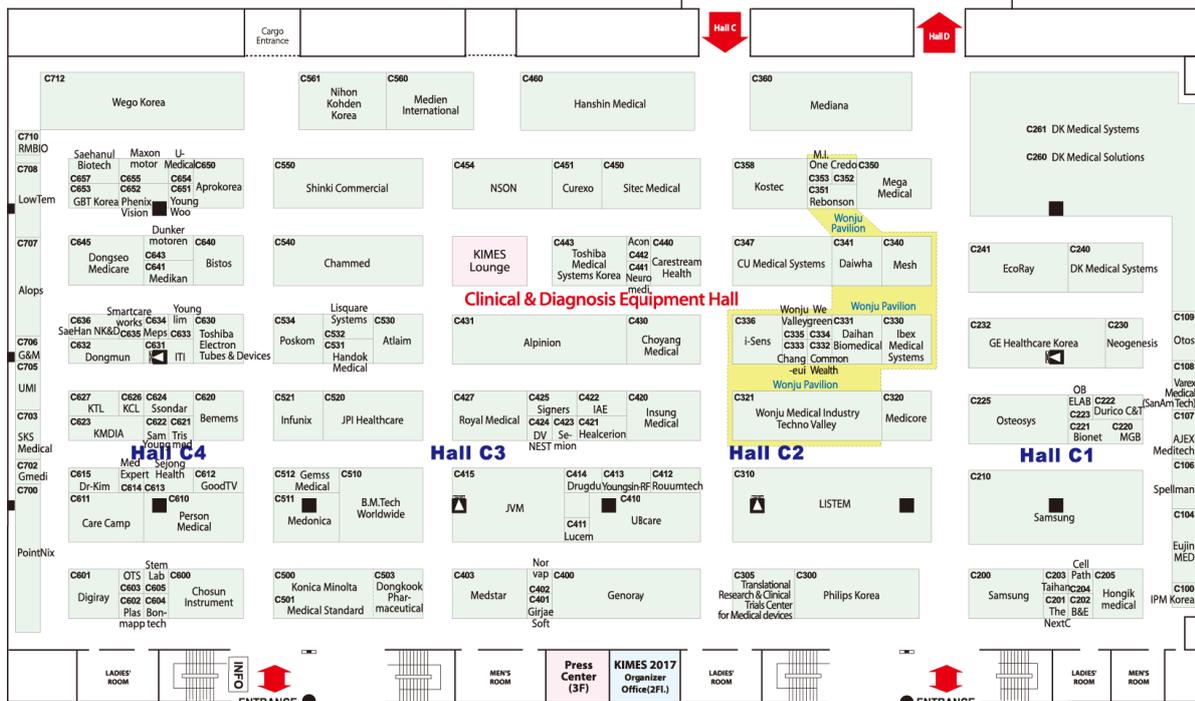
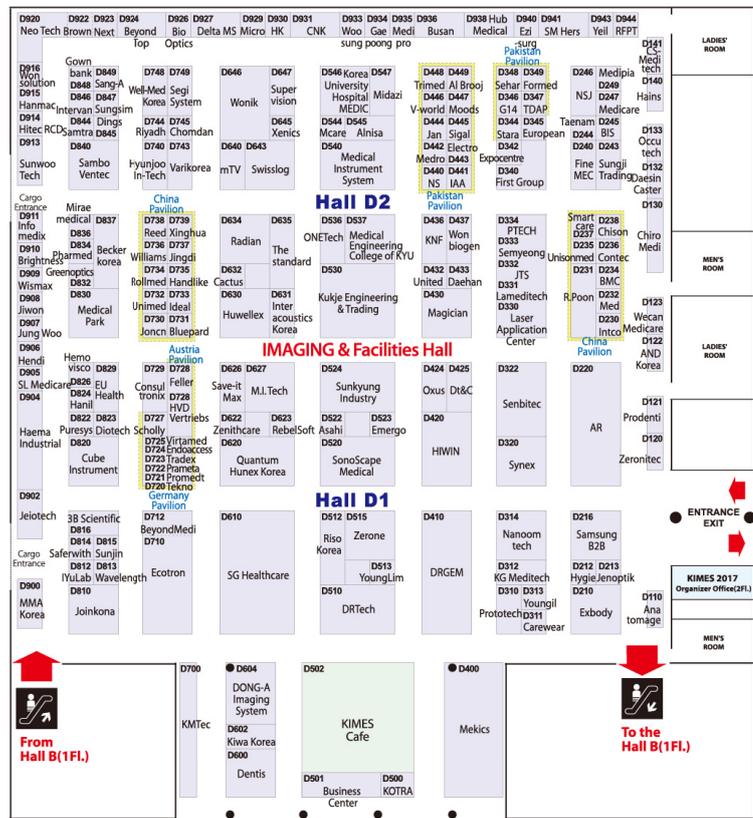
Entry Schedule

For overall efficiency of management of KIMES 2016, Secretariat of KIMES 2016 notify the entry schedule as below;

① **March 16th & 18th**
- Enter by Hall A1 (1st floor)

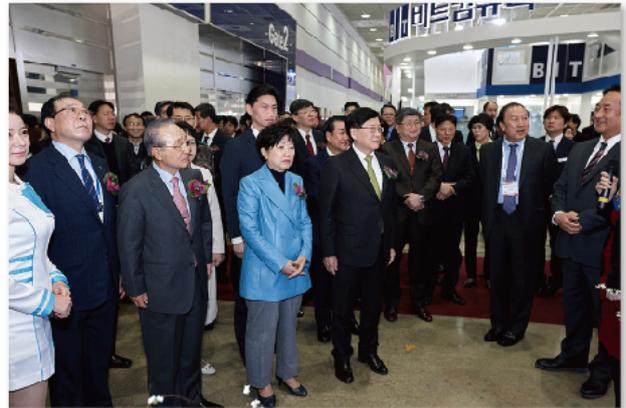
② **March 17th & 19th**
- Enter by Hall C1 (3rd floor)

※ Allowed daily admittance by entrance/exit of Hall B, Hall D & Grand Ballroom



01

KIMES 2017 Opening day



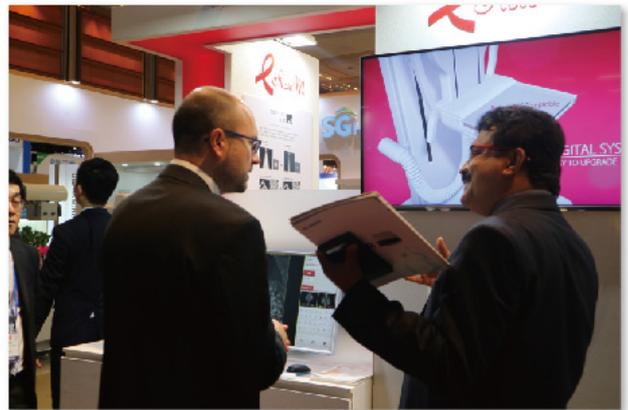
02

KIMES 2017 Seminar



03

KIMES 2017 Business



04

GBMP 2017



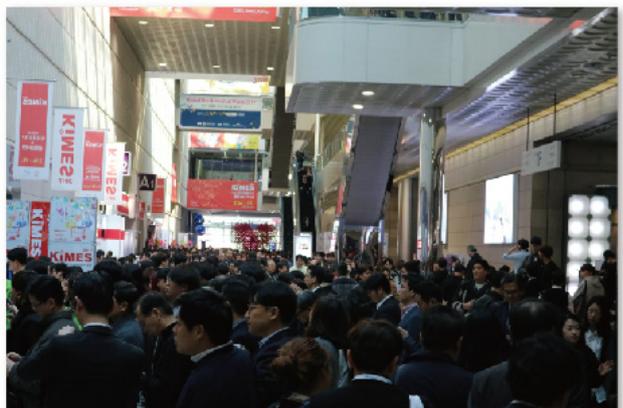
05

KIMES Buyer City Tour



06

KIMES 2017 View



2017 KIMES

33rd KOREA INTERNATIONAL MEDICAL + HOSPITAL EQUIPMENT SHOW