



InterBattery 2013 Official Report

『Asia's Best Trade Show for the Battery Industry』

The 1st InterBattery show welcomed 16,196 buyers from all around the world

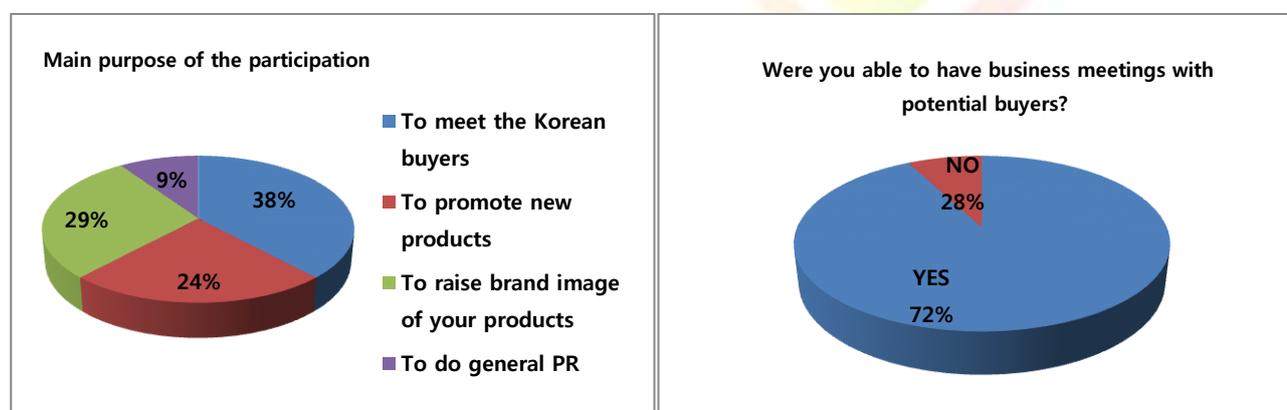
The biggest battery exhibition in Korea, InterBattery 2013, was held at Coex Exhibition Center from October 16th to 19th. The Show is co-owned by both the largest exhibition-organizer in Korea, Coex Co., Ltd and the Korea Battery Industry Association. Despite being a newly launched show, 87 exhibitors and more than 16,196 visitors attended the exhibition, including 16 exhibitors and 261 visitors from overseas. The buyers who attended the show had the opportunity to do the business meetings with the major exhibitors such as SAMSUNG SDI, LG Chem, GS Energy, Sebang Global Energy. We had a great start of InterBattery!

Korea's Top 4 Energy Shows Combined

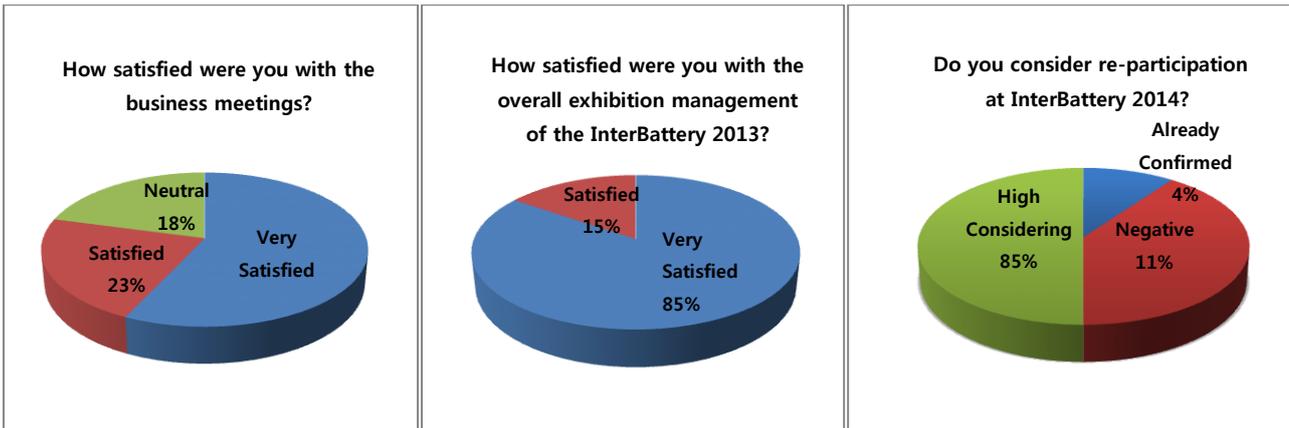
InterBattery was held alongside a range of other exhibits including smart grid, new & renewable energy showcases, green energy products, and variety of conferences for optimized industry exchange between visitors and exhibitors. Throughout the various concurrent events, InterBattery 2013 provided optimal opportunity for sharing information and technology with global opinion leaders from all over the world.

High Satisfaction Results from Overseas Exhibitors

Exhibitors from various countries flew to Seoul to open booths at the exhibition, and the majority of them were surveyed as highly satisfied with their decision. As shown on the graphs below, the main reason for participation among exhibitors was to meet local buyers. In this regard, InterBattery 2013 successfully met the needs of participants precisely, as the majority responded that they were able to meet local, potential buyers during the show period.



For the convenience for our overseas participants, the Organizer's office was stationed on site to handle various inquiries and needs during the show period. This allowed overseas exhibitors to receive quick assistance and service. As the graph above shows, 85% of the exhibitors were very satisfied with the overall management of InterBattery 2013.



In addition, 89% of the 2013 exhibitors have already confirmed or are highly considering participating at the InterBattery 2014. InterBattery, in general, is a practical business platform where sales-leads on a large scale can be discovered. Both producers and distributors are able to accomplish their primary purpose of participation, which was to execute real, tangible business during show period. Consequently, most of our exhibitors are planning to come back for next year's show.

Pictures of InterBattery 2013 Show halls

