



The Only Off-Site Construction Expo in Korea

**MODULAR  
KOREA**

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**PRE-CON  
KOREA**

**Feb. 16(Thu) – 19(Sun), 2023  
KINTEX, Ilsan, Republic of Korea**



# WHY ATTEND MODULAR & PRE-CON KOREA?



## ▶ Strong Growth Potential of OSC Market in Korea

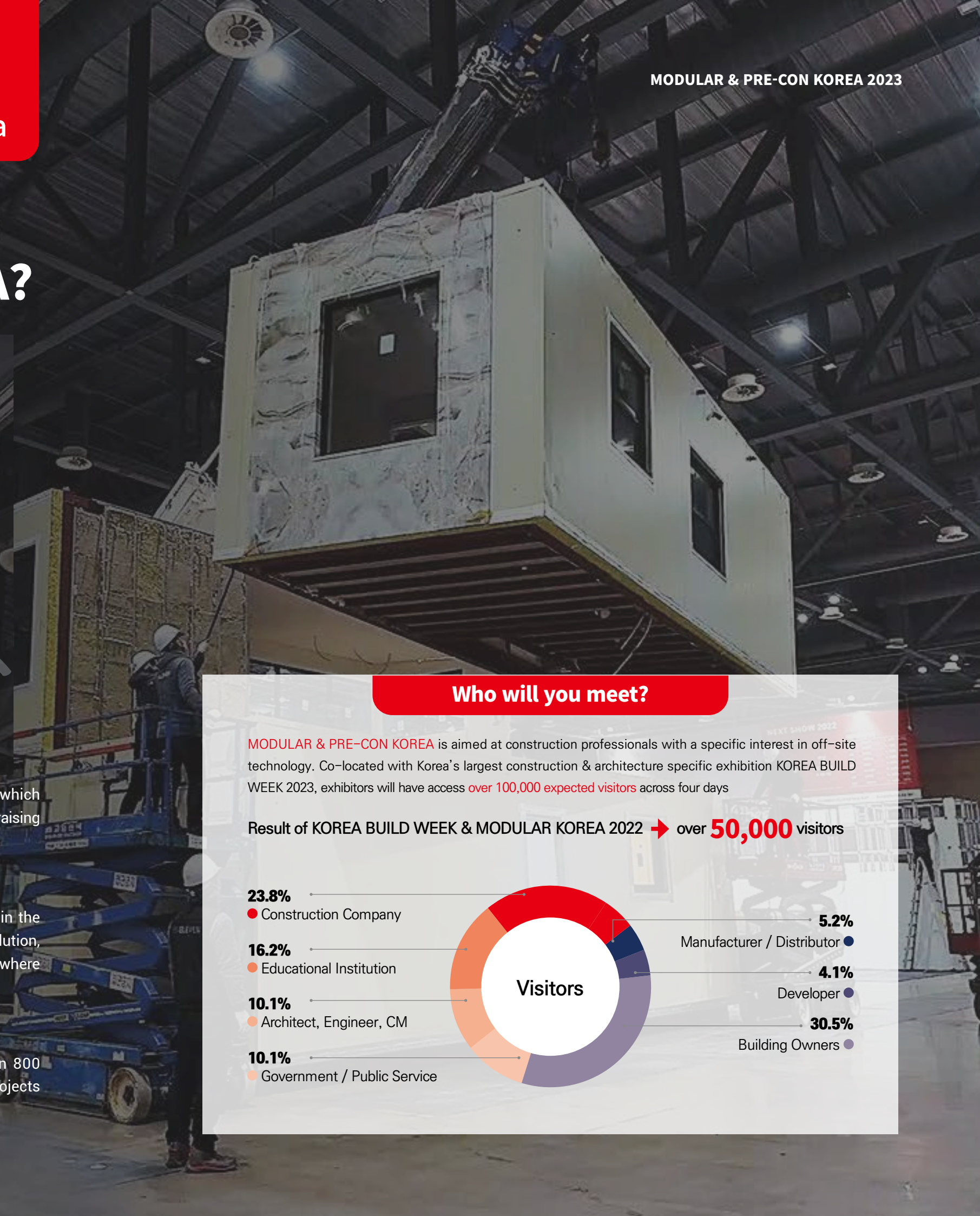
Off-site Construction Market has received a major endorsement from Korean Government, which facilitates investment. MODULAR & PRE-CON KOREA will be a fantastic opportunity to be part of raising awareness around off-site techniques and the spending increase on off-site solutions.

## ▶ One Place to Meet the Region's Biggest Buyers & Partners

Returning in 2023, MODULAR & PRE-CON KOREA brings together who are driving change in the construction sector. The event will host a massive exhibition space for latest technology, solution, equipment of construction industry – plus offer exclusive access to 'Biz Matching Service' where you can have business meeting with buyers and partners from the region.

## ▶ International Presentations and Discussions in Forum & Conference

Gain access to the off-site construction forum and conferences and meet more than 800 international industry experts, who will improve the quality and capability of construction projects and drive further advances in the industry.



## Who will you meet?

MODULAR & PRE-CON KOREA is aimed at construction professionals with a specific interest in off-site technology. Co-located with Korea's largest construction & architecture specific exhibition KOREA BUILD WEEK 2023, exhibitors will have access **over 100,000 expected visitors** across four days

Result of KOREA BUILD WEEK & MODULAR KOREA 2022 → **over 50,000** visitors

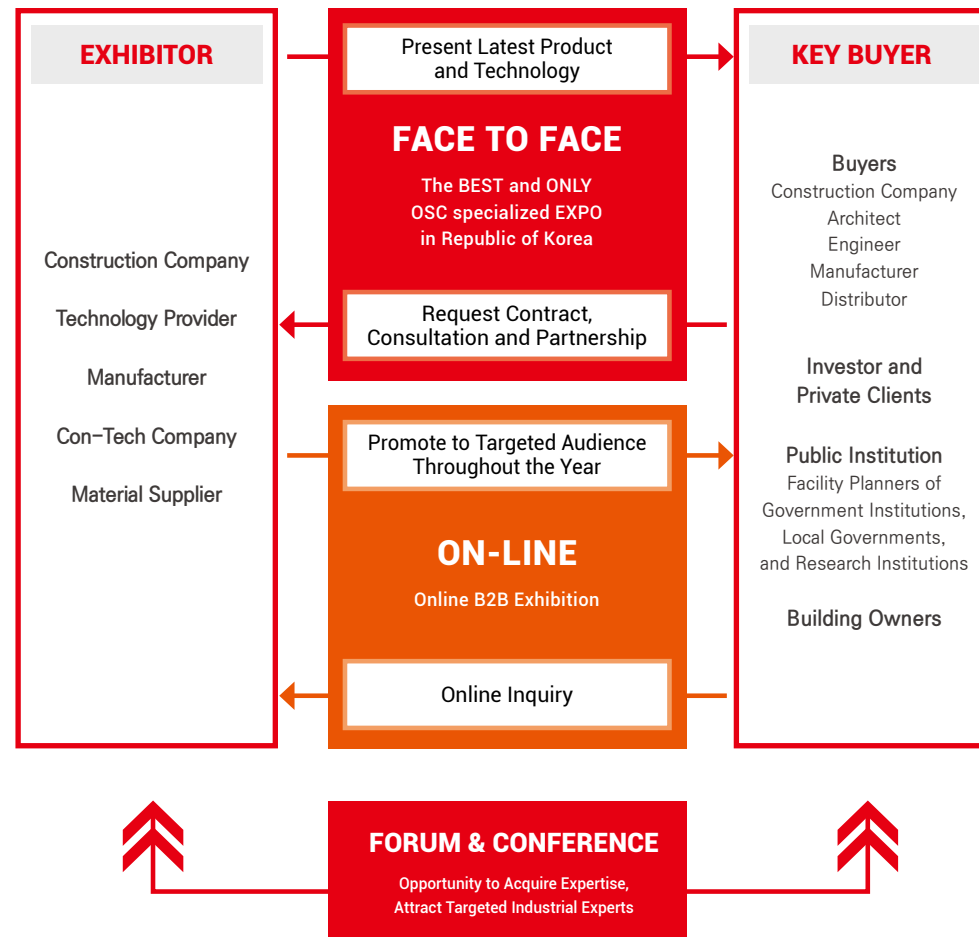




## OVERVIEW

Event	MODULAR & PRE-CON KOREA 2023
Date	Feb. 16(Thu) – 19(Sun), 2023
Venue	KINTEX, Ilsan, Republic of Korea
Host	KOREA INSTITUTE of CIVIL ENGINEERING and BUILDING TECHNOLOGY
Organizer	MESSE ESANG Co., Ltd
Program	Modular & Precast Concrete Forum, Digital Construction Technology Conference, OSC Live Show, Business Matching Service
Concurrent Event	KOREA BUILD WEEK 2023

## BUSINESS FLOW

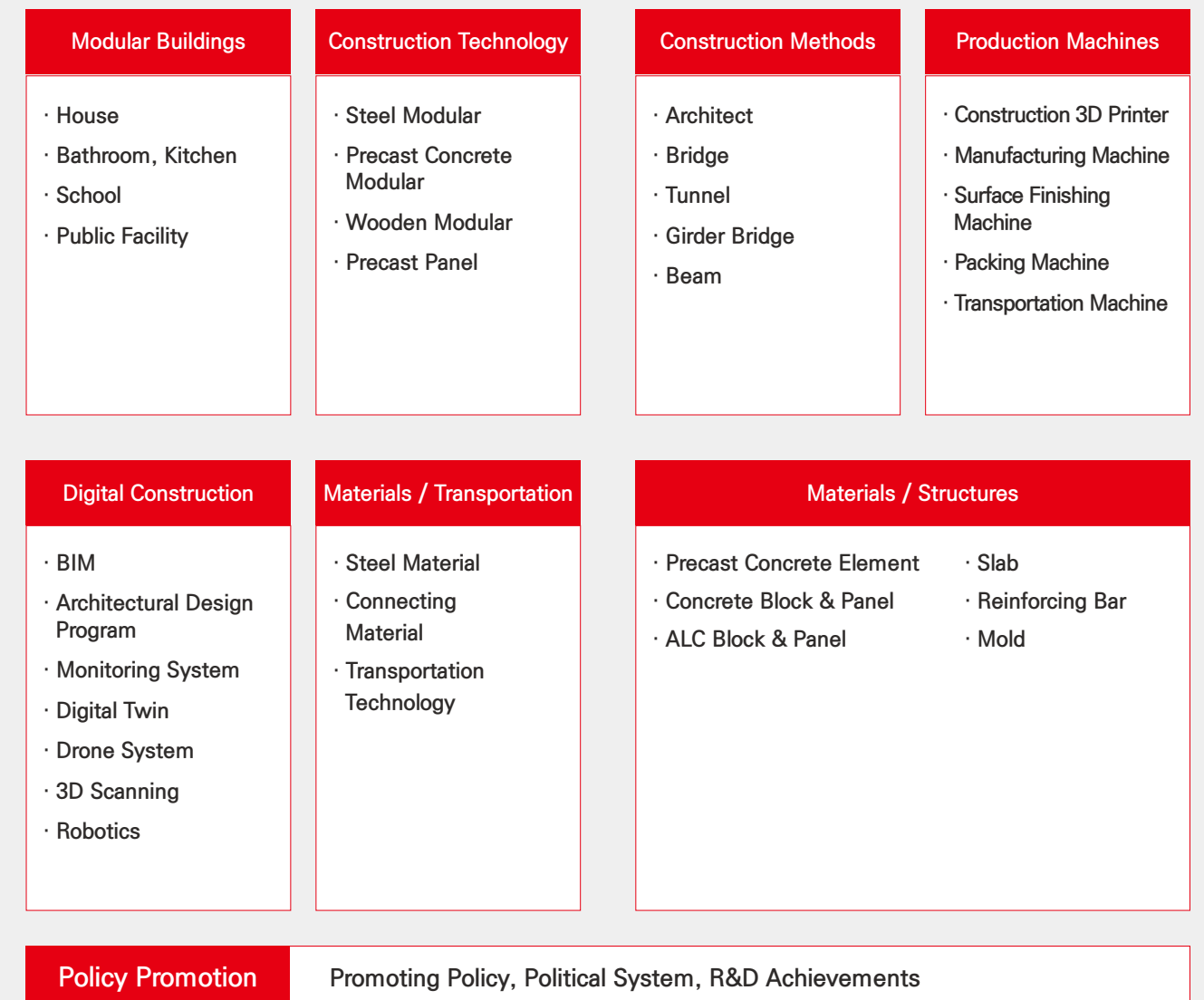


## CATEGORY

# OFF-SITE CONSTRUCTION

## MODULAR KOREA

## PRE-CON KOREA



# PROGRAM

## PROGRAM 1

### Modular & Precast Concrete Forum

Modular & Precast Concrete Forum offers comprehensive sessions of modular and precast concrete specialized presentation by leading industry experts. With valuable sessions developed to deliver insights and practical field applications of modular and precast concrete, the forum will be the place to increase knowledge that matters NOW.



#### Overview

Date | Feb. 16(Thu), 2023  
 Venue | KINTEX Conference Room  
 Host | KOREA INSTITUTE of CIVIL ENGINEERING and BUILDING TECHNOLOGY  
 Organizer | MESSE ESANG Co., Ltd

#### Content

- Session 1. Market Expansion and Revitalization of Modular and Precast Concrete Construction
- Session 2. Field Application Presentation of Modular and Precast Concrete Construction
- Discussion. Future Development Plan of Off-site Construction in Architecture and Civil Engineering sectors

## PROGRAM 2

### Digital Construction Technology Conference

Digital Construction Technology Conference provides an extensive range of presentations from field application case to innovative construction technology by leading industry experts. It will provide attendees with access to the major advancements of digital construction technology solutions.



#### Overview

Date | Feb. 16(Thu) – 17(Fri), 2023  
 Venue | KINTEX Conference Room  
 Host | KOREA INSTITUTE of CIVIL ENGINEERING and BUILDING TECHNOLOGY  
 Organizer | MESSE ESANG Co., Ltd

#### Content

- Day 1. Field Application Case Presentation of Digital Construction Technology – BIM, Digital Twin Model, Automated Construction Equipment, Robotics, etc.
- Day 2. Introduction of Innovative Construction Technology

## PROGRAM 3

### Modular Building LIVE Show

MODULAR & PRE-CON KOREA hosts **Modular Building LIVE Show**, an experiential showcase which highlights various full-scale modular buildings such as wooden modular, steel modular and precast concrete modular - plus digital construction techniques. It will be an unique networking opportunity for both visitors and exhibitors, helping them to find inspiration, touch and test products, and have experiences which they could not have ever before.



Steel Modular House



Precast Concrete Modular House



Digital Construction Technology

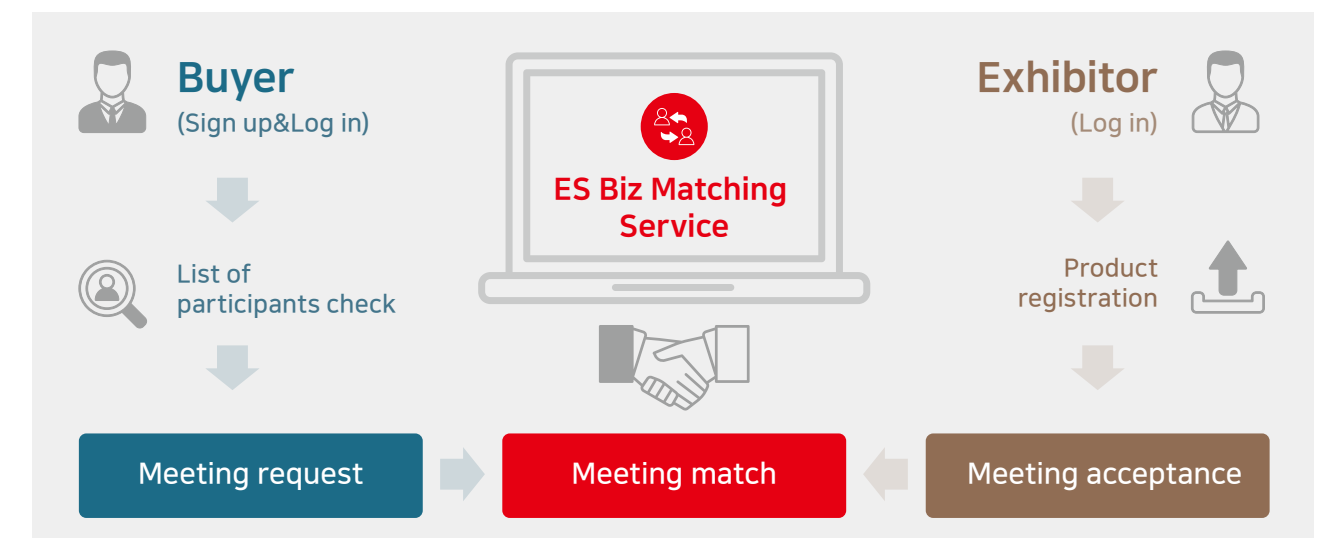
#### Overview

- Introduction of full-scale buildings of Modular School, Modular House, Precast Concrete Modular House.
- Introduction of digital construction technology such as Construction 3D Printers, Drones, Robotics, etc.

## PROGRAM 4

### Business Matching Service

MODULAR & PRE-CON KOREA provides business matching services to promote the actual business performance of both exhibitors and buyers. We provide information in advance and arrange 1:1 business meetings with local distributors.







# Co-located with **KOREA BUILD WEEK**

## **KOREA BUILD WEEK**

ASIA TOP CONSTRUCTION / ARCHITECTURE EXHIBITION

KOREA BUILD WEEK has kept pace with Korean construction history and architecture since 1986 and now keeps up with its global trends worldwide. It has expanded its field to air cleaning solutions, modular construction, precast concrete, and fire prevention, etc, possibly collaborating with the construction and architecture industry. This effort for inter-industrial collaboration will create a strong synergy and maximize the efficiency of the exhibition.

### WHO VISITS?

**MUST-SEE Exhibition with Over 100,000 Attendees**

**43.2%**

Architecture · Construction Industry

Construction Companies,  
Architects, Technical Directors,  
Engineers, Developers, etc

**26.3%**

Facility Planners

Government Institutions,  
Local Authorities,  
Research Institution, etc

**30.5%**

Building Owners

## **ORGANIZER – MESSE ESANG**

**KOREA's No.1 Exhibition Organizer**  
in Exhibition host count, Annual Total Exhibition Area, and Accumulated Number of Visitors

'MESSE ESANG' is the largest and most representative exhibition organizer in Korea, holding 72 exhibitions annually in a total 21 industries including architecture, construction, interior, baby, pet, medical, and Meta Verse through outstanding planning and infrastructure. We serve a marketing platform that connects the buyers to companies and the best partners to buyers through exhibition.

**Scale of Annual Hosting Exhibition**



**19,000+**  
Booths



**420,573m<sup>2</sup>**  
Exhibition Area



**7,800+**  
Exhibitors

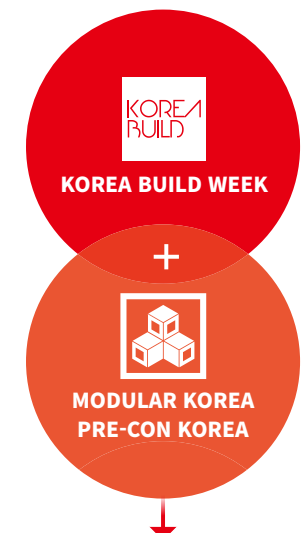


**550,000+**  
Visitors



**72**  
Exhibitions

### 1- 5 Hall, **KINTEX 1**



**NEW POTENTIAL CONTACTS**  
in CONSTRUCTION FIELD

# PARTICIPATION GUIDE

## PARTICIPATION PROCEDURE

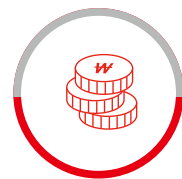
Please submit exhibitor registration form to participate to the secretariat  
**Homepage** [www.modularkorea.com](http://www.modularkorea.com)    **Email** [modularkorea@esgroup.net](mailto:modularkorea@esgroup.net)



Submit exhibitor registration form to [modularkorea@esgroup.net](mailto:modularkorea@esgroup.net)



Deposit (50% of total booth fee) should be paid within a week after submission



Balance should be paid by the date secretariat notices

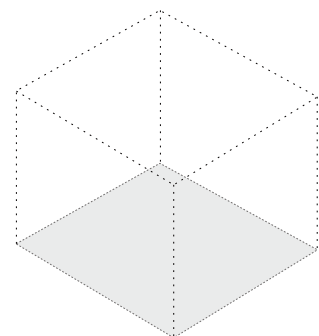
- ※ For the booth assignment, full balance payment and the exhibitor registration form are required.
- ※ The entry fee will not be returned once paid, and it may be rolled over under the cancellation regulation.

- Registration Fee : USD 220 (per company) \*compulsory
- Visa Assistant : USD 110 (per company) \*optional

## BOOTH TYPES

### Raw Space

USD 3,630 VAT included

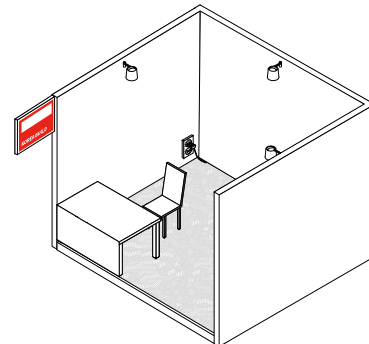


#### Included in Booth

- : Space only
- \* 3m x 3m per 1 booth

### Standard Booth

USD 4,180 VAT included



#### Included in Booth

- : Booth space
- \* 3m x 3m per 1 booth +
- back walls, carpet, (1) table, (1) chair,
- (3) spot lights, (1) 220V outlet

※ Additional services such as electricity, internet line must be purchased separately through secretariat.

## CONTACT US



MESSE ESANG

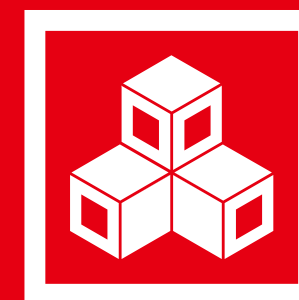
Organizer | MESSE ESANG

Tel +82-2-6121-6343

Fax +82-2-6121-6401

E-mail [modularkorea@esgroup.net](mailto:modularkorea@esgroup.net)

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



**MODULAR KOREA  
PRE-CON KOREA**

**MODULAR & PRE-CON KOREA Secretariat**

9, World Cup buk-ro 58-gil, Mapo-gu, Seoul, Republic of Korea

Tel. +82-2-6121-6343    Fax. +82-2-6121-6401    [www.modularkorea.com](http://www.modularkorea.com)