



HOME TABLE DECO FAIR 2020

PREMIUM HOME STYLING
EXHIBITION

BUSAN
BEXCO 7.23 - 26

SUWON
SCC 8.6 - 9

SEOUL
COEX 12.17 - 20

ILSAN HOME
KINTEX 10.22 - 25
INTERIOR TECH

HOME·TABLE DECO FAIR 2020

About Exhibition



Helds in 3 major cities
in Korea

BUSAN BEXCO Jul.23 - 26

SUWON SCC Aug.6 - 9

SEOUL COEX Dec. 17 - 20

ILSAN :

HOME INTERIOR TECH

KINTEX Oct. 22 - 25

Total Attendees

200,000 Visitors

Total Exhibitors

600 Brands

HOME·TABLE DECO FAIR 2020

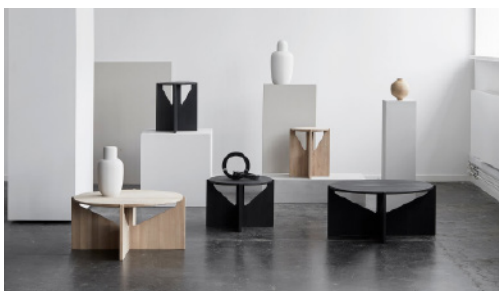
16th HOME·TABLE DECO FAIR aims to meet exhibitor and visitor's expectations through strong networking and effective marketing platform. This year, HOME·TABLE DECO FAIR launches sister show 'HOME INTERIOR TECH' in Kintex, expanding our network and continuing to build our reputation.

In 2019, as a top leading interior design show in Korea 200,000 visitors have visited the show including Seoul, Busan, Suwon and Daegu cities and we have successfully launched SUWON HOME·TABLE DECO FAIR.

HOME·TABLE DECO FAIR is organized by Reed K. Fairs, a joint venture of Reed Exhibitions and K. Fairs and most influential lifestyle magazine CASA LIVING co-organizes the show providing actual marketing tool in the industry.

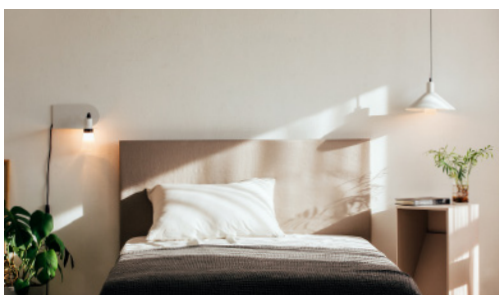
We invite you to HOME·TABLE DECO FAIR 2020, leads you to improve your brand awareness through discovering a wide range of network.

Exhibit



Total Living

Furniture Living room Bed room Kitchen Kidsroom Office DIY
Home Styling Space interior Construction Displays



Home Deco

Lighting Chandelier Table Gardening and Eco-lighting
Interior Materials Textile Fabrics Tiles
Interior Decoration Objet Clock Mirror Interior props
Gallery Art living Illustration
Gardening Garden ornament



Kitchen & Tableware

Kitchen Furniture Table Chair Kitchen system
Tableware Ceramics Glasses Crystal Dinnerware
Table Decoration Table mat Napkins Cutlery
Dessert · Wine Chocolate Cake Coffee Tea Wine



Lifestyle & Anniversary

Healing Candle Diffuser Fitness
Partyware/Gifts Party planning Party goods / Watch Accessories Bags
Flower Decoration Flower Artificial flower Gardening
Pet Pet furniture Pet fashion items
Travel Travel goods Luggages Smartphone accessories Headphone



Home Appliances

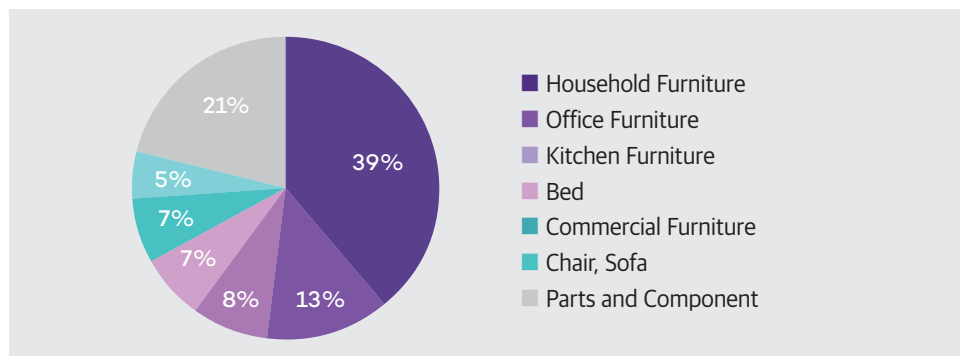
Appliances Home entertainment Audio system
Home electronics Smart home system

Interior Market in Korea

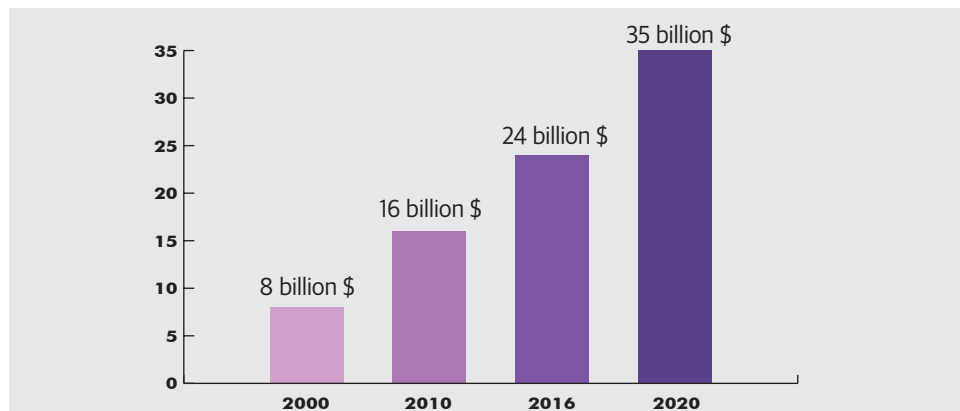
Korean interior market is showing rapid growth and the continuous growth is expected with increasing number of dilapidated dwelling that needs remodeling and demands for interior customized services.



The home interior encompasses all types of activities for decorating the space with increasing awareness for value of living and demands for quality of living. Also self-interior market showed rapid growth thus industry is focusing on customized furniture and customized interior service. In 2020 interior market is expecting 35-Billion-dollar market size.



PERCENTAGE OF EACH INDUSTRY IN THE KOREA FURNITURE INDUSTRY

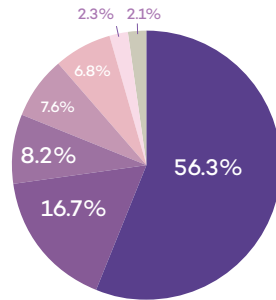


TRENDS IN SIZE OF DOMESTIC INTERIOR AND REMODELING MARKET

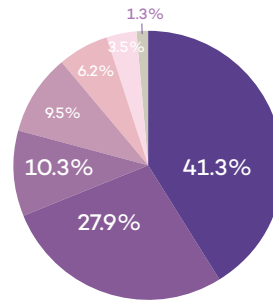
(Construction & Economy Research Institute of Korea, 2019)

Visitor Profile

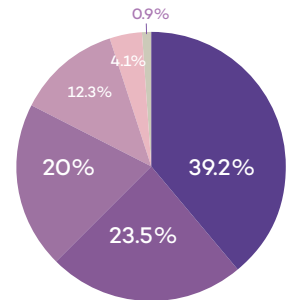
VISITOR PROFILE



PURPOSE OF VISIT



B2B VISITORS



VISITOR AGE GROUP

- Product Research
- Inspiration
- Product Purchase
- New Brand Research
- Networking
- Meeting
- Visit Partners

- From Interior & Design Industry
- Retailers
- Manufacturer
- Architects
- Restaurants and Hotels
- Online store owner/MD-VMD
- Press / Government officials

- 30s
- 40s
- 20s
- 50s
- 60s
- 70s and above

VISITOR SEGMENT

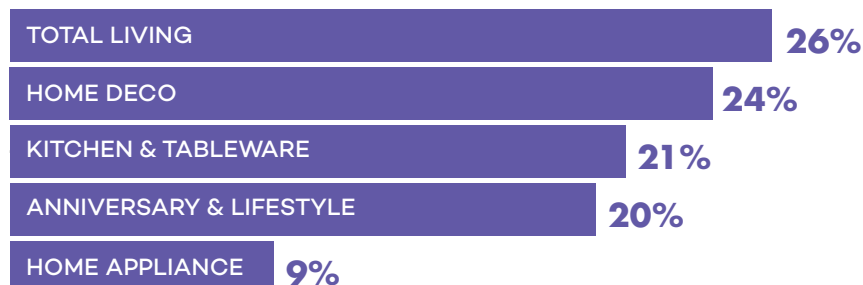
DESIGNER / INTERIOR DESIGNER	8,418
DISTRIBUTOR/RETAILER	5,401
ARCHITECTS	1,340
HOTEL/ACCOMODATION	637
RESTAURANT AND CAFE OWNER	431
GOVERNMENT	384
ONLINE STORE OWNER	378
MALL/DEPARTMENT STORE MD/VMD	272
PRESS	187

RESULTS

SEOUL 2019 Dec.	452 Exhibitors	927 Booths	99,027 Visitors
DAEGU 2019 Oct.	136 Exhibitors	210 Booths	33,176 Visitors
BUSAN 2019 Jun.	226 Exhibitors	470 Booths	57,651 Visitors
SUWON 2019 Jun.	206 Exhibitors	422 Booths	45,859 Visitors

Exhibitor Profile

EXHIBITOR PROFILE



INTERNATIONAL BRANDS at HOME·TABLE DECO FAIR

louis poulsen	HOUSE OF FINN JUHL	&klevering	applicata	DISTRICT EIGHT
Bianc Maricò	BY MAY STOCKHOLM	CANDIA	<i>Coquecigrues</i>	hibi
DURALEX	fatboy.	ferm LIVELY	FIVE DIME	IR La Rochère
Hilker 1888 The German Way!	house doctor	Hübsch DANISH HOME INTERIOR & DESIGN	ideaco	MUUTO
labarère	LAURA ASHLEY	LENE BJERRE DENMARK	LINIE DESIGN	XALA
normann COPENHAGEN	NUUNA	OCTAEVO	OYOY	IXXI
ASTIER de VILLATTE	dykasa FOLDING CRATES	ban.dō	Della Flos	klampe
COY	CROW CANTO HOME	CUTCO The World's Finest Cutlery	Vandyke THE ART OF RUSTIC BATH FASHION	<i>Mathilde M.</i>
GRANGE PARIS 1874	HAR Ö	HAY	COSI TABELLINI ART OF PLATEWARE	vitra.
KID	KERMES	<i>Abbeigh Rosewood</i> LONDON	RIFLE PAPER CO.	FLENSTED mobiles
MAISON DEUX	Majolique PARIS	LOWKEY	Sketch	DF Dcofrance by dcofrance
GRANIT DESIGN	JULIEN PANSU	marmo	morphy richards smart ideas for your home	NOTRE MONDE NOTREMONDE.COM
TIMOTHY OULTON	ACME & CO.	airnova.	RIVIÈRA MAISON	MONTIGNY

Co-located Events

HOME·TABLE DECO FAIR co-locates kitchen & bath WORLD, MY CHRISTMAS FAIR, and Icheon Ceramic makes the show diverse and efficient.

kitchen & bath WORLD



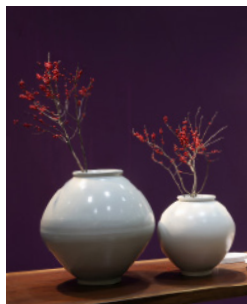
Kitchen and bath WORLD introduce an interior solution for the kitchen and bathroom. The kitchen and bathroom interior complete the HOME·TABLE DECO FAIR by offering premium kitchen and bath trends and innovations in the kitchen and bath industry.

MY CHRISTMAS FAIR



MY CHRISTMAS FAIR seasonal exhibition in December with HOME·TABLE DECO SEOUL. Opportunity to meet buyers for this particular season and experience seasonal styling and decorations for December.

ICHEON CERAMIC



Icheon city is known for its handcrafted pottery. Experience the beauty of Korean pottery with HOME·TABLE DECO FAIR.

Trend Feature

Proposal for the new trend of the interior industry
and sophisticated lifestyle.

2019

Fantastic Craft
by DPA
(Design Promotion
Agency)



2018

The New-tro
by Jiyong Ahn, Founder of
MANIFESTO Architecture &
Hyang Eun Lee,
Prof. of SungShin
Women's Univ.



2017

Creation, Collaboration,
Communication
by JOONGHO CHOI Studio



Creator's Hotel

Experiencing hotel room styling of distinguished designers.

Creator's Hotel
yanolja X DESIGNER

2019

Brands

Yanolja Co., Ltd. + Brown-Dot Hotel
Teo Yang Studio
Villa Records / Wie Ein Kino
Square Roots + The Sup
Riviera Maison
Parnell + Hosting House
Macaroni Penguin + NNN
Le Marble by Total Marble

2019

Designers

SeungHun Lee / Teo Yang
SeongBin Lim / Marie Lee
Note Design Studio
Justin Wheatcroft
Edward Stoddart
HoSuk Jang / Park Se Hyun
Andy Eom / Echt.



Special Features



Flower Feature

Local well-known florists will suggest distinctive flower styling on the show floor.



The Next Creators

Rising young creators are given a chance to showcase their talent. Design professionals will select the most influential and innovative design product to be exhibited in Maison & Objet Paris.



Kids Room

Lifestyle brands for kids create an exclusive zone for kids and parents.



Design Pet

Design pet offers premium pet furnitures and living



Deskterior

Office interior and ideas for personalized desk styling.

Design Salon Seoul

'Design Salon Seoul' offers keen analysis and accurate guideline to prepare for 2021 home styling industry. The conference covers design trend and consumer trend of the industry.



2019 Design Salon Seoul Review

DATE : Dec. 12 -13, 2019

Attendee : 800 total attendees

DAY 1. Dec. 12th DESIGN & TREND INSIGHT



Nick Grider
Apparatus Studio
Vice President of Sales



Anny Wang & Tim Söderström
Wang & Söderström
Co-Founders



Kwang Ho Lee
Klo Studio
Founder



Jong Yoon Kim & Dae Sun Lim
Yanolja Co., Ltd.
CEO & General Manager



Christiano Pigazzini
Note Design Studio
Founder



Britt Moran
Dimore Studio
Co-Founder



Benjamin Paulin & Alice Lemoine
paulin, paulin, paulin
Design Directors

DAY 2. Dec. 13th LIFESTYLE TREND



Choy, Won Cheol
Hanyang Univ. Graduate School of
Real Estate Convergence / Professor



Na, Jang Soo
KOSID (Korean Society of Interior
Architects / Designers) / President



Kim, Moon Duck
KIID (Korean Institute of Interior
Design) / Honorary President



Dewi Pinatih
Stylus Media Group
Senior Editor



Hyun Young Park
Daumsoft, The Mining Company
General Manager



Joo Seok Hong
Urbanplay
CEO



Mindy Lee
Trendlab506
CEO



Hyang Eun Lee
Sungshin Women's Univ.
Research Professor

Marketing

Media Promotion

- TV
- Radio
- Magazine Advertisement



Online Promotion

- Official Website
- Instagram, Facebook, Twitter
- Keyword Advertisement, Online Banner Advertisement
- Online Newsletter (over 300,000 subscribers)
- Online Supporters



Printed Materials

- Posters
- Invitations for Targeted Visitors, VIP Cards
- Show Magazine "Deco Mag"



Direct Marketing

- Invitation to Members of Department stores, the Boards of Major Companies and Galleries
- Telemarketing to Targeted Buyers



1. Effective direct marketing

- Customized direct marketing inviting targeted visitors
- Sending VIP cards to VIPs and buyers
- Pre-survey for B to B
- Direct contact to MDs of distributors and purchasing department at hotels and resorts

2. Online supporters

- Bloggers and supporters recruitment for development of mania base
- Major portal sites(Naver, Daum) high rank on the searching word list
- About 2,500 contents posted for each exhibition

3. On-site promotion maximization with differentiated exhibits and special pavilions

- Marketing tool selection by thorough survey for the region
- All-year-round communication and maintaining loyal customers by visitor membership
- Exhibitors' brand power maximization by thorough quality control
- On-site promotion to the visitors and buyers providing the seminar and class

Promotion

Media Promotion

Media Partners : TV, Newspaper



Magazine Advertisement



Online Promotion

Online Newsletter, SNS Promotion, Online Banner Advertisement



Printed Materials

Posters, Show Magazine "Deco Mag", Invitations



Direct Marketing

Invitation to Members of Department stores



Organizers



Reed K. Fairs is a joint venture between the Reed Exhibitions, World's leading exhibition organizer, organizing MAISON&OBJET in France, and a highly regarded exhibition organizer in Korea, K.Fairs. Reed K. Fairs aims to bring the excellence and contribution to the home styling industry in Korea. Reed K. Fairs is MAISON&OBJET's official agency in Korea.

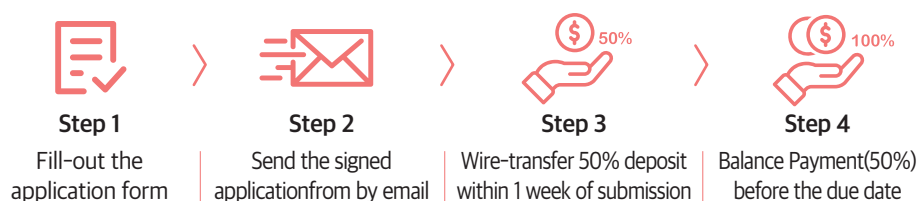


A multimedia company that extends its experiences in publications of books and magazines. Their magazine suggests ideas for beautiful housing and methods of living with high quality information, based on the state-of-the-art-trends of "CASA LIVING", published every month.



Book your Space

Application



Booth Fee

		Raw Space	Shell Scheme Package
Price	Busan	2,500 USD	3,000 USD
	Suwon	2,500 USD	3,000 USD
	Seoul	3,000 USD	3,500 USD
Description		Space only	Wooden walls, Carpet, Company Name Board, 3 Lights, Electrical Power, Power Outlet

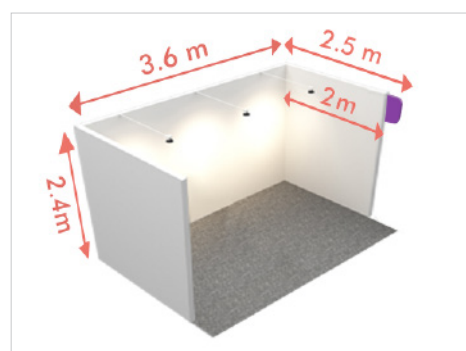
1 booth size : 3.6m(L) X 2.5m(W) - Wall size : 3.6(L) x 2(W) x 2.4(H)

Booth type



Raw Space

Space only provided. Exhibitor must choose one of the official contractors registered at the exhibition center.



Shell Scheme

Wooden walls, company name board, carpet, 3 lights, 1KW power, power outlet provided.

contact

Reed K.Fairs Ltd. A - 1602, Tera Tower II, 201, Songpa-daero, Songpa-gu, Seoul, 05854, Korea
T +82-2-554-3010 F +82-2-881-5445 E yeongji.kim@reedkfairs.com www.hometabledeco.com



HOME INTERIOR TECH 2020

Today, our home can be transformed into mini-theater, cafe, and playground depends on our needs. Home is not just a shelter anymore, but it is a cultural space for our family.

In 2017, the domestic market size for the smart home industry in South Korea reached USD 12 billion, and it is expected to grow up to USD 26 billion by 2020, with an annual growth rate of 9.5%.

According to recent studies, the global sales volume for smart home devices is expected to increase from 0.5 billion units in 2017 to 7 billion in 2020. This dramatic increase in the sales volume calls for the interior design industry to pay keen attention to the up and coming smart home market.

We invite you to HOME INTERIOR TECH 2020, a smart home B2B exhibition where cutting-edge technology is applied in your everyday homes, and offering true value to the modern living style.

SHOW INFORMATION

Show Title : HOME INTERIOR TECH 2020

Date : Oct. 22(Thu) – 25(Sun), 2020

Venue : Kintex Exhibition Center I

Organizer :  Reed K. Fairs Exhibitions

KINTEX

EXHIBITS

HOME TECH

Smart home, Home IT, Home IoT,
Home device, Home entertainment,
Home security, Smart green home,
Built-in appliances, Home appliances,
Office appliances, Kitchen appliances,
Audio electronics, Video system, VR,
Beauty device, Health care

INTERIOR

Construction, Interior design,
Space design, Styling,
House remodeling,
Office interior design, materials,
Decorative objects,
Furniture, Kitchen, Lighting,
Gardening

HOME INTERIOR TECH 2020 is co-organized by Reed K Fairs, a joint venture of Reed Exhibitions and K. Fairs with its reputation in interior industry for 16 years of organizing premium home styling show 'HOME·TABLE DECO FAIR' and Kintex, a largest global exhibition venue in Korea.

