

SMBA on Innovation

Small and Medium Business Administration

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Korea-Africa Small & Medium Enterprises Cooperation Forum

Africanize Korean SME Success

As a part of the 2010 KOAFEC (Korea-Africa Economic Cooperation) Conference, the Korea-Africa Small & Medium Enterprise Cooperation Forum took place on Sept. 16 at Hotel Shilla with the participation of top government officials and business leaders from the two sides.

The SME forum, the first of its kind, is the outgrowth of Korea-African endeavors to open new horizons and maximize win-win cooperation, SMBA officials explained.

"As the conference theme, 'Rising Africa, Together with Korea,' indicates, the Korea-Africa cooperation agenda in the SME sector is very well suited to the ultimate goal of this conference, that is, sharing Korea's experience of advancing from one of the world's poorest countries to the 15th largest economy in just five decades."

In this context, topics of the forum featured Korean SME development and implications, Korean SME policy initiatives and free wheeling discussion by relevant professionals from the two sides.

Thus far, Korea's economic cooperation activities with Africa, unlike those of the EU, U.S., Japan and some others, have not been extensive due to various limitations including the great geographical distance. However, the winds of change are picking up. Since the turn of the century, Africa, like a sleeping lion, has been awakening and drawing global attention as a new center for economic development.

To facilitate Korea-Africa SME cooperation, SMBA will dispatch Korean specialists to provide advice and consultation to African countries. Moreover, African officials and business executives will be invited to Korea to have opportunities of learning Korea's lessons. Also, a Korea-Africa SME Cooperation Center will be established to identify viable joint cooperation projects among Korean and African SMEs, facilitate cooperation, invigorate information exchanges, share experiences and technologies, and launch other value-added activities.





MOU for Online Export Cooperation

SMBA-Alibaba Forge Strategic Alliance

Small & Medium Business Administration (SMBA) signed a memorandum of understanding (MOU) with Alibaba Group, the world's largest e-commerce group, on Sept. 10 to promote Korean small & medium-sized enterprises' overseas marketing via e-commerce.

The signing took place during the Alibaba-hosted Netpreneur Summit in Hangzhou, China. The MOU features a joint campaign for online exports, education related to online export, and acceleration of online export activities.

Under the MOU, SMBA and Alibaba.com will conduct a joint campaign to create growth opportunities for online exports. They will also collaborate on educational programs to teach online exporters industry best practices, help small businesses to enter online B2B marketplaces, support exhibitions that provide offline meeting opportunities with online buyers, and sponsor awards for exemplary online exporters.

Both parties will also provide active support for cooperation projects with sister organizations. Those projects include the 'Export to China (ETC) Korean Channel' project, led by Alibaba.com's domestic trading site in China and KOTRA and featuring a small lot wholesale model to introduce Korean apparel & lifestyle goods to China.

In remarks at the MOU signing, SMBA Administrator Kim, Dong-sun said: "The Korean government announced a program to promote online export methods for SMEs on September 1 this year. An expression of the Korean government's strong resolve to invigorate online exports, the gist of the program included enhancement of awareness of online exports,

cultivation of specialized online export-related manpower, support for start-up of online export enterprises and coalitions with off-line businesses. We hope that Korean small businesses, who are powered by strong IT & trade assets, will enjoy more opportunities as they become online export leaders, and we will introduce policies to foster them accordingly."

"The Korean government's proactive support system for small businesses is world-class," said David Wei, CEO of Alibaba.com, the listed B2B subsidiary of Alibaba Group. "The number of global buyers who seek Korean products, which represent high quality and cutting-edge design, are on the rise. Koreans' have demonstrated their strength and commitment by joining the leadership in international markets by many measures. We see an opportunity for them to grow even stronger in the global market through online channels. We will support Korean small businesses as they learn about online trade starting with practical, educational programs."



About Alibaba Group

Alibaba Group is a global e-commerce leader and the largest e-commerce company in China. Since it was founded in 1999, Alibaba Group has grown to include the following core businesses: Alibaba.com (HKSE: 1688; 1688.HK), Alibaba Group's flagship company and the world's leading B2B e-commerce company; Taobao, China's largest Internet retail Web site and a one-stop platform for shopping, socializing and information sharing; Alipay, China's leading third-party online payment service; Alibaba Cloud Computing, a developer of advanced data-centric cloud computing services; and China Yahoo!, one of China's leading Internet portals

SMBA to Hold '2010 SME CSR Practice & Idea Contest'

On August 25, SMBA announced that it will hold '2010 SME CSR (Corporate Social Responsibility) Practice & Idea Contest' jointly with Korea Productivity Center (KPC) in order to facilitate CSR management activities and spread public awareness.

SMBA plans to actively examine and utilize the prize-winning works selected through the public subscription contest for the introduction and dissemination of CSR to SMEs.

Subscription themes can be anything related to CSR activation, such as SMEs' green management, strategic CSR practices in regional society and labor-management sectors or win-win cooperation between large enterprises and SMEs, as well as ideas in response to international standardization.

SMBA will receive applications from September 13 until October 29 from college (graduate school) students, company employees and the general public.



Inno-Tech Show 2010

SMBA Administrator Kim, Dong-sun participated in the opening ceremony of Inno-Tech Show 2010 on Sept. 13 at COEX, Seoul.

Under the slogan '3G! Innovation Wind Is Blowing,' Inno-Tech Show 2010, composed of three themes 'Green' (SMEs' green technology), 'Growth' (of SMEs) and 'Global' (SME globalization), showcased state-of-the-art innovation technologies at a glance.



Breakfast for Win-Win Cooperation

SMBA Administrator Kim, Dong-sun held a breakfast meeting with political and business leaders on Sept. 17, discussing measures to enhance win-win cooperation between large and small enterprises. The move was followed by the Sept. 29 government announcement of a set of strategies to foster fairer trade between small and medium-sized enterprises and large conglomerates, but insisted the measures were designed to complement the free market, not to thwart it.



SME Financial Support Committee

SMBA Administrator Kim, Dong-sun attended the 3rd Meeting of the SME Financial Support Committee on Sept. 14. The committee consists of representatives of financial organizations and SME support implementation agencies like the Small & medium Business Corporation (SBC). SMBA is pursuing consistent and sustained efforts to expand SMEs' access to capital. SMBA's indirect SME financing programs are focused on helping innovative entrepreneurs to set up or expand operations, develop new products, and invest in new staff or production facilities. Designed to fuel the development of promising technologies, SMBA is helping to generate access to financing for commercialization of excellent products. It is working to raise new-growth-based capital to help technology-focused SMEs to enhance competitiveness, productivity and added value.



Visit to Flood-Hit Areas

SMBA Administrator Kim, Dong-sun visited and looked around the flood-hit SME plants in Incheon on Sept. 24. The administrator called for concerted efforts of government, enterprises and citizens to minimize the damage of sudden floods that hit the peninsula.



Enhancing SME Design Capacity

SMBA Administrator Kim, Dong-sun attended a meeting on Sept. 2 to explore ways and means to enhance design competitiveness. Design has emerged as a critical element to sharpen the competitiveness of products at home and abroad. SMBA is providing support for innovative SMEs to enhance their design capacity. The support program includes manpower education, providing the latest information, etc.

Accord With POSCO to Aid Traditional Markets

SMBA and POSCO signed an agreement on Sept. 21 under which POSCO will purchase 670 million won worth of Traditional Market Commodity Coupons. SMBA recently launched the Commodity Coupon, which is available at more than 800 traditional markets nationwide. The move is in line with SMBA's assistance programs for micro-enterprises and traditional markets in pursuit of balanced and sustainable growth.

Harmony of Market Economy & Fair Society

Co-Existence of Small & Large Enterprises

The government has announced a set of strategies to foster fairer trade between small and medium-sized enterprises and large enterprises based on the principle of market economy and fair trade in pursuit of the enhancement of national competitiveness & common prosperity.

It stressed the policies are not temporary measures but long-term strategies to create a Korean business culture that allows fairer business relationships and profit sharing between smaller and large companies. Discussion of such policies started several months ago and the government initially intended to unveil themes in August, but representatives of SMEs and conglomerates had trouble reaching agreement. It took almost three months in total for them to iron out their differences.

President Lee Myung-bak reiterated that the policies are to seek mutual growth, not to interfere with the free market.

"We should not overlook the virtues of the market economy," Lee told business leaders and heads of business associations at the Blue House. "These measures are to complement the market economy. It is not appropriate for the government to reverse market principles."

Lee also emphasized that it is not the government leading a change in business practices but rather the businesses are doing it themselves. "The government cannot force large and small companies to cooperate; it would be ineffective," Lee said. "Small and large companies need to change the business culture so the Korean economy can further develop."

The measures were prompted by the fact that Korea's conglomerates did extremely well in the quick economic recovery from the global financial meltdown, while their subcontractors, which are largely SMEs, enjoyed few benefits because their profits were squeezed by low prices



offered by the conglomerates for supplies.

One of the key measures in the announcement is that SMEs will be able to request an increase in contract prices through a third party - the Korea Federation of Small and Medium Business - when there is a sudden surge in raw material prices. The federation will be able to mediate prices on their behalf. SMEs were reluctant to make such requests directly in the past because they were afraid of ruining their relationship with large companies.



"This will ensure the anonymity of SMEs," said FTC Chairman Chung Ho-yul. The government also came up with a way to prevent large companies from stealing technology from subcontractors. SMEs will be allowed to register their technologies with the Large and Small Business Cooperation Foundation so that they can claim rights to them when there is a dispute with large companies.

A civilian panel called the "Mutual Growth Committee," made up of representatives of business organizations and business experts, will be set up around December to select the types of businesses suitable to SMEs and make sure large companies aren't encroaching on them. Knowledge Economy Minister Choi Kyung-hwan said mutual growth will lead to job creation.

"There is a limit to the number of jobs conglomerates can create," Choi said. "SMEs produced 3.8 million positions from 1998 to 2008, but conglomerates reduced jobs by 600,000 in that period."

SMBA-KFDA MOU

Fostering Food & Drug SMEs

On September 3, SMBA concluded an MOU with the Korea Food & Drug Administration (KFDA) to foster SMEs in the food, drug and medical equipment fields. Related officials participating included SMBA Administrator Kim Dong-sun and KFDA Commissioner No Yun-hong.

To accelerate R&D and commercialization in the MOU fields, the two organizations decided to organize a 'Food & Drug SME Cultivation Support Corps' headed by the SMBA Deputy Administrator and KFDA Deputy Commissioner aiming to foster 100 'masterpiece' SMEs in the fields by 2012.

Under the MOU, the SME support corps, which will consist of five support teams, will promote 25 customized cooperation tasks.

The MOU signing ceremony was held at KFTA's Medium Conference Room amid a situation in which, although food and drug fields are emerging as a new growth engine following national income growth and the general public's increased interest in health, import dependence is gradually deepening due to a lack of support systems and low technological level.

The decision to conclude the MOU came from the judgement that there is a need to establish a policy linkage system that combines SMBA's support policies to help these industries, original sources of high growth and job creation, secure international competitiveness and KFDA's safety and quality-related certification functions.

Key Points of the MOU include:

- First, organize a cooperation system for reasonable improvement and implementation of safety and quality-related regulations, and prepare a separate 'fast-track' to jointly resolve difficulties rapidly;
- Second, support R&D intensively to foster 100 'masterpiece' SMEs in new tech and new materials fields by 2012 and establish a customized quality certification system for the results like a 'Preliminary New Product Certification System,' which is designed to provide



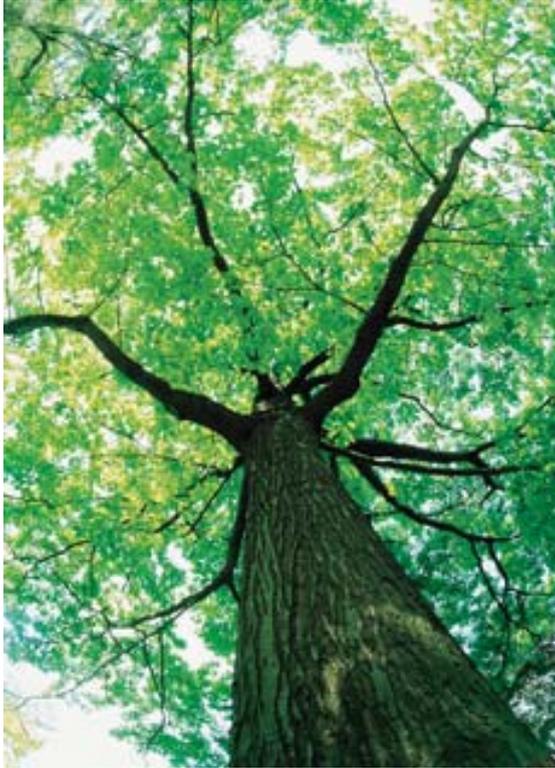
certificates in advance after examination of safety & function data confirmed in the course of R&D;

- Third, SMBA to establish a specialized BI (Business Incubator) in Osong, where KFDA will be relocated, to nurture the region into a birthplace of bio venture start-ups and prepare ways to resolve SMEs' difficulties in securing business sites, while KFDA provides safety & quality certification services for tenant SMEs;
- Fourth, establish a financial support system linked to quality and safety, develop and apply separate evaluation models to support policy funds for those SMEs that acquire safety and quality certificates from KFDA and the two organizations to jointly facilitate investments of venture capitals in SMEs in the respective fields; and
- Fifth, support development of common brands and sales networks of food, cosmetics, etc., provide separate certification systems for this, and also promote customer-friendly measures through enhanced safety management and sanitation at traditional markets and small-scale sales outlets.

The five teams to be organized under the SME cultivation support corps - Regulatory Improvement Support Team, R&D Support Team, Finance Support Team, Start-up Support Team, and Marketing Support Team - are expected to implement the MOU proactively and efficiently through continuous reviews of ongoing plans at regular team and general meetings once every quarter and once every six months, respectively.

Furniture-Specialized Fursys Inc

First 'Excellent Green-Biz' Born



On September 8, SMBA announced that it has selected Fursys Inc. (CEO Lee Jong-Tae) as the first 'Excellent Green-Biz' in its 'SME Green Management Evaluation' since implementation of the system on June 7 this year.

After acquiring high evaluation marks from the Korean Standards Association (KSA) in the fields of strategy, system, environmental pollution and social and ethical responsibility, Fursys received a green management certificate (class A) from Seoul Regional SMBA on September 9.

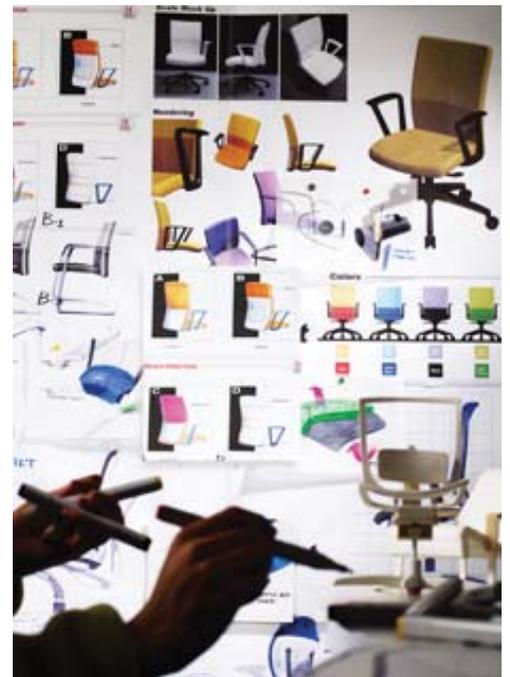
'Excellent Green-Biz' is a system designed to evaluate green management activity levels in all areas of an enterprise and provides various benefits to selectees with high ratings, aiming to spread green management among SMEs.

Enterprises selected as Excellent Green-Biz will receive preferential treatment in access to financing and guarantees of policy funds, support for broadcast advertisements and manpower supply, and in public purchasing and overseas advancement projects.

Any enterprise wishing to be considered for selection as 'Excellent Green-Biz' can file an application for green management evaluation through 'SME Greenet' (www.greenbiz.go.kr) of SMBA. Those enterprises that score low ratings as a result of the evaluation, can receive green management diagnosis and consulting support for development of management strategy and site improvement tasks.

A related SMBA official said, "Under circumstances that, although SMEs are well aware of the importance of green management, they are experiencing difficulties in implementation, Fursys will provide an exemplary case in practicing green management."

He added, "As green regulations are being strengthened at home and abroad, how enterprises respond to the trend will decide the survival of SMEs in the future. Through selection of 'Excellent Green-Biz' and support for green management consulting, SMBA will continue to spread green management among SMEs."



Slogan of 2010 Inno-Tech Show

3G Innovation: Green, Growth, Global

On September 1, SMBA made public the list of 118 prize-winners (tech innovation contributors: 82, tech innovation enterprises: 36) that received awards at the 11th Innovative Technology (Inno-Tech) Show held Sept. 1~3 at COEX Hall A in Samseong-dong, Seoul

The prize winners were 36 tech innovation enterprises and 82 tech innovation contributors, consisting of entrepreneurs (30), professors and researchers (24), universities and research institutes (11), school staff members (8) and employees of other public organizations (9).

To inspire SMEs' aspiration for technology innovation, the number of prize winners this year increased by eight compared with last year.

CEO Kim Jae-Sang of Sewon Co., Ltd. received the Bronze Tower Order of Industrial Service Merit, the highest honor in the tech innovation contribution category. CEO Kim, who established Sewon in 1985, developed an eco-friendly, highly sophisticated oil filter that can reduce emission gases with weight reduction effects from automotive engine part modules for the first time in the world, and is cooperating with Ssangyong Motor, Renault-Samsung, GM-Daewoo, Kia, Volvo Group, etc.

Inno-Tech Show, the largest SME technology exhibition in Korea, was hosted by SMBA and managed by the Innobiz Association, Korea Association of Industry, Academy and Research Institutes, and Korea Technology and Information Promotion Agency for Small & Medium Enterprises. Held first in 2000, the



show marked its 11th anniversary this year.

Under the slogan '3G! Innovation Wind Is Blowing,' Inno-Tech Show 2010, composed of three themes 'Green' (SMEs' green technology), 'Growth' (of SMEs) and 'Global' (SME globalization), showcased state-of-the-art innovation technologies at a glance.

SMBA also proceeded with auxiliary events after classification into 'Business' (to support corporate management activities in terms of event characteristics), 'Tech' (for sharing of technology and management information) and 'Arts & Play' (for harmony and relaxation of SME entrepreneurs).

Those programs that drew keen interest from SMEs and related officials, in particular, were 'Biz Matching' to facilitate creation of human networks and new businesses after inviting corporate buyers; 'SME Tech Products Presentation Session' to support exploitation of sales channels; and 'Localization Strategy Seminar in Defense and Public Sectors' to pursue marketing for SMEs and ways to substitute for imported goods and equipment.

Made by Creative & Innovative SMEs

Eco-Friendly Idea Goods Shine

Recently, a lot of eco-friendly SME products with unique functions and names are debuting in the market as diverse items like the 'flow of water from an overfull reservoir.'

SME idea products receiving attention in the fields of living & electrical home appliances, health & beauty, energy saving, etc. are introduced below:

Living & Health: Bean Cleansers, Diet Aromatics, Anion-Generating Electric Lamp

Cleansers or cosmetics made with vegetable ingredients that are extracted from rice and beans are emerging as popular products as they are showing excellent efficacies as well as functions. Neulpuren Songcheon Co. has debuted cleansers made with beans as the main material and is drawing interest.



According to the company, bean cleansers made with fatty acids extracted from beans prevent skin aging and accelerate blood circulation, while protecting the environment in addition to being non-toxic to the human body.

Meanwhile, Semyung University's Jecheon Herb RIS (Regional Innovation System) Business Corps has established Jayeonin Inc. and debuted oriental medicinal aromatics with a diet function. This product features original aromatics that are 100% preserved and by just breathing in the product, users can expect body fat decomposition and anorexic effects. Sold under the brand name 'Gambisoo,' the company is directly undertaking distribution and even selling the products through Internet shopping mall sites.

Another product is receiving explosive interest with its emergence on a TV program that introduces idea products. It is Hiencore's 'Pure Anion-Generating Air-Purification Electric Lamp.' When turned on, this product removes hazardous components and bacteria from the air and even has a deodorization effect. After development of this product called, 'Lotyon Lamp,' not only for homes but also for vehicles, the company is planning to export it along with domestic sales.

Architectural Construction - Rain Water-Permeating Pavement Block, Plant-Growing Concrete

A product suitable in preparation for the rainy season and localized torrential downpours is also attracting interest. It is 'Rain Water-Permeating Pavement Block (brand name: Gravel Paver)' of Ino Block, a manufacturer specialized in pavement blocks.



Sidewalks that use this product stay dry on rainy days since rain water is absorbed into the block as soon as it touches its surface.

The average water permeability coefficient of widely known water-permeating concretes is about 0.1mm/sec level. But Gravel Paver's capacity is six times higher at 0.6mm/sec, capable of absorbing more than 360mm/hr. As the company is using recycled aggregate in producing Gravel Paver, it acquired 'Environmental Label Certification' from Korea Environmental Industry & Technology Institute (KEITI) in 2007.

Energy-Saving Fuel Cell Warm Air Heater, BIPV Window & Door



A heating machinery device that connects hydrogen energy, brown gas (mixture of oxygen and hydrogen gas obtained from electrolysis of water), to existing warm air heater equipment is drawing attention.

Cosmo Energy developed the so-called 'Energy-Saving Warm Air Heater' with an all-out commitment over seven years. This product boasts greater economic efficiency because its energy source is 50% cheaper than even tax-free diesel oil prices. In the high oil price era, in particular, this device is good news for farm villages engaged in vinyl greenhouse farming.

Furthermore, energy-saving windows and doors for zero-energy housing are also attracting interest. After selection of solar energy business as a future growth engine and establishment of a BIPV business dept. last year, Eagon Window & Door Systems is accelerating the business with the launch of 'Eagon Solar-Win.'

Small-size Interior Products - Compression-type Wastebasket, Paper Humidifier.

The eco-friendly 'Promade Compression-type Wastebasket' of Jungkwang P.S.I. is gaining popularity at various shopping malls through word-of-mouth viral effect. The attractive feature of this wastebasket is that it eases inconvenience associated with the use of volume-rate garbage bags and catches two birds with one stone - cleanliness and efficiency.

Unlike existing wastebaskets that use 10-liter and 20-liter volume-rate garbage bags, if these same garbage bags are inserted into the Promade Wastebasket and covered with its lid, the product can be used even in bedrooms and living rooms. By compressing waste in the garbage bag with the upper lid, this wastebasket can accommodate 30~40% more garbage, while preventing bad odors as well.



In 2007, Jungkwang established 'Promade Living Science Research Institute' to pursue creative development. With investment of more than 10% of annual sales in R&D, the company also plans to debut other idea products, including a food waste treatment box.

A paper humidifier that does not require any electricity at all is also a hot product. 'Eco-Fresh' of JnK Science plays a humidifier role utilizing only a water spray, as its paper filter absorbs and increases indoor humidity through a natural evaporation phenomenon.

The company says that this product has a strong humidification effect with ten times the natural evaporation volume.

'10 Korean SME Pavilion Program at O'seas Exhibitions

(September-November)

No.	Name	Date	Place	Managed by
1	All China Leather Exhibition	10.09.01~10.09.03	Shanghai, China	Korea Tanner's Association
2	2010 F/W MUNICH FABRIC START	10.09.01~10.09.03	Munich, Germany	Korea Textile Trade Association
3	China Jilin Northeast Asia Investment and Trade Expo	10.09.02~10.09.06	Jilin, China	Korea Foods Industry Association
4	IFA 2010	10.09.03~10.09.08	Berlin, Germany	Korea Electronics Association
5	Pret-A-Porter Paris	10.09.03~10.09.06	Paris, France	Korea Fashion Association
6	China International Optoelectronics Expo	10.09.04~10.09.06	Shenzhen, China	Green LED R&D Association of Korea
7	International Instrumentation Control Automation Fair	10.09.06~10.09.09	Shanghai, China	Korea Measuring Instruments Research Association
8	Hong Kong Watch & Clock Fair	10.09.06~10.09.10	Hong Kong, China	Korea Watch & Clock Industry Cooperative
9	IBC 2010	10.09.10~10.09.14	Amsterdam, Netherlands	Korea Digital Convergence Association
10	International Iran Plastics Exhibition	10.09.10~10.09.14	Teheran, Iran	Korea Plastics Processing Machine Industry Cooperative
11	Beauty Cosmetics 2010 Paris International Exposition	10.09.12~10.09.15	Paris, France	Korea Cosmetic Industry Cooperative
12	IFAT. German Environment Expo	10.09.13~10.09.17	Munich, Germany	Korea Environmental Industry and Technology Institute
13	2010 F/W PREMIERE VISION	10.09.14~10.09.17	Paris, France	Korea Textile Trade Association
14	OS +H Asia 2010	10.09.15~10.09.17	Singapore, Singapore	Korea Medical Devices Industrial Coop. Association
15	VIETNAM ETE 2010	10.09.15~10.09.17	Ho Chi Minh, Vietnam	Korea Electrical Manufacturers Cooperative
16	Dental Expo 2010	10.09.20~10.09.23	Moscow, Russia	Korean Dental Trade Association
17	2010 GBE (Autumn)	10.09.24~10.09.26	Guangzhou, China	Korea Cosmetic Association
18	Marmomacc 2010	10.09.29~10.10.02	Verona, Italy	Korea Tools Industry Cooperative
19	Security Essen 2010	10.10.05~10.10.08	Essen, Germany	Korea CCTV Industry Cooperative
20	Ceatec Japan 2010	10.10.05~10.10.09	Tokyo, Japan	Small and Medium Enterprises Technology Renovation Cooperative
21	H.K. INTERSTOFF ASIA Essential Autumn	10.10.06~10.10.08	Hong Kong, China	Korea Fashion Textile Association
22	Sunbelt Ag Expo	10.10.19~10.10.21	Moultrie, GA, USA	Korea Agricultural Machinery Industry Cooperative
23	CSF	10.10.20~10.10.23	Hong Kong, China	Korea Federation of Handicrafts Cooperatives
24	Korea Trade Show Osaka 2010	10.10.20~10.10.21	Osaka, Japan	Korea International Trade Association
25	PTC Asia 2010	10.10.25~10.10.28	Shanghai, China	Korea Association of Machinery Industry
26	K Trade Fair	10.10.27~10.11.03	Dusseldorf, Germany	Korea Plastics Processing Machine Industry Cooperative
27	InterCharm 2010	10.10.28~10.10.31	Moscow, Russia	Korea Cosmetic Industry Cooperative
28	Korea Trade Show Shanghai 2010	10.11.10~10.11.12	Shanghai, China	Korea International Trade Association
29	Index 2010	10.11.14~10.11.17	Dubai, Arab Emirates	Korea Federation of Furniture Industry Cooperative
30	CHTF 2010	10.11.16~10.11.21	Shenzhen, China	Korea Information Technology Research Institute
31	MEDICA 2010	10.11.17~10.11.20	Dusseldorf, Germany	Korea Medical Devices Industrial Coop. Association
32	Bauma-China 2010	10.11.23~10.11.26	Shanghai, China	Korea Construction Equipment Manufacturers Association

