

T H E 2 1 S T W O R L D K O R E A N B U S I N E S S C O N V E N T I O N



HANSANG

OCT. 11 - 14, 2023

Anaheim Convention Center
ORANGE COUNTY, CA, USA

**SMART
HANSANG
FOR
HUMANITY**

www.WKBC.us

Better World, Better Life



Since 2002, the Overseas Koreans Foundation, an affiliate organization of the Korean Foreign Ministry, has annually hosted the World Korean Business Convention in Korea. The event is the largest business convention for Korean businesses from around the world.

The 2023 Convention, hosted for the first time in the USA, will offer international business collaboration, investment, distribution, and partnership opportunities.

Around 3,500 businesses including 1,500 Korean entrepreneurs from 40 different countries are expected to attend the convention and participate in various programs, such as business exhibitions, business seminars, and consulting sessions.



21st WORLD KOREAN BUSINESS CONVENTION

Over 50,000 attendees from Korea, US, and around the globe

Exhibitors

400+

- Korean multinationals
- Korean SMEs and start-ups
- Korean firms in the US
- Korean national and local government agencies
- US government agencies and organizations

Visitors Expected

50K +

- Global Business Executives
- Global Buyers and Sellers
- K-Culture influencers and fans



PROSPECTIVE EXHIBITORS

- | | | |
|---|---|-----------------------------------|
| US GLOBAL ENTERPRISES | 1 | KOREAN GLOBAL ENTERPRISES |
| US CHAMBER OF COMMERCE | 2 | GLOBAL KOREAN CHAMBER OF COMMERCE |
| KOREAN AMERICAN ENTERPRISES | 3 | GLOBAL ETHNIC KOREAN SMEs |
| US GOVERNMENT AGENCIES | 4 | KOREAN GOVERNMENT AGENCIES |
| KOREAN AMERICAN BUSINESS
and INDUSTRIAL ASSOCIATIONS | 5 | K-POP MERCHANDISE DEALERS |

EXPECTATION FOR PER INDUSTRY AT 2023 WKBC (B TO B, B TO C, B TO G)



	ENTERPRISES FROM KOREA	ETHNIC KOREAN ENTERPRISES FROM FOREIGN COUNTRIES	KOREAN AMERICAN ENTERPRISES	USA ENTERPRISES	TOTAL EXPECTED BOOTHS
AUTO, AVIATION, & 4TH INDUSTRIES	20	5	-	20	45
BIOMEDICAL	20	5	-	20	45
SMART CITY	30	5	-	10	45
AGROMARINE	20	5	10	-	35
STARTUPS & INVESTMENTS	20	5	20	20	65
BEAUTY & FASHION	30	5	20	10	65
RENEWABLE ENERGY	10	-	-	10	20
HEALTH & LIVING	25	5	10	10	50
K-CULTURE	30	-	10	-	40
TOTAL EXPECTED EXHIBITING COMPANIES	205	35	70	100	410

Infrastructure

Transportation
Environment
Government Data

Entertainment

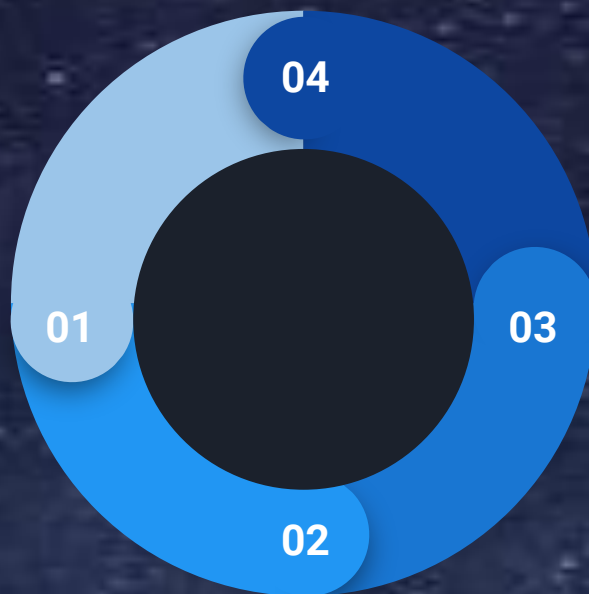
K-Culture
K-Pop
K-Content
E-Sports

Trade, Logistics, E-commerce

Logistics
Aviation
POS

Health Well-Being

Health Care Innovation
Beauty & Cosmetics
Food Products



21st WORLD KOREAN BUSINESS CONVENTION

Community Sponsorship



\$5000

- 2 passes, which includes
 - General admission
 - Access to programs
 - Seat at opening and closing reception
- Logo at Hansang social media
- Logo displayed in the running digital banner

\$10,000

- 4 passes, which includes
 - General admission
 - Access to programs
 - Seat at opening and closing reception
- Logo at Hansang social media
- Logo displayed in the running digital banner

\$15,000

- 4 passes, which includes
 - Booth
 - General admission
 - Access to programs
 - Seat at opening and closing reception
- Logo at Hansang social media
- Logo displayed in the running digital banner

SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	TRUSTEE ANGEL SPONSOR	LEADER PATRON FOUNDER	SUSTAINING ELITE	SUPPORTING LEADERSHIP	CONTRIBUTING SUPPORTER
	Diamond	Platinum	Gold	Silver	Bronze
NUMBER OF BOOTH TYPE	30	20	15	10	5
SOCIAL MEDIA IMAGE/VIDEO POST	○	○	○	○	○
LOGO AT OFFICIAL WEBSITE LANDING PAGE	○	○	○	○	X
BUSINESS BANNER	○	○	○	○	X
PRIME LOCATION	○	○	○	X	X
FULL STAFF SUPPORT TO ORGANIZE PREPARATORY EVENT	○	○	○	X	X
CHARGING STATION	○	○	○	X	X
PROMOTED VIDEOS	○	○	○	X	X
FRONT ROW SEATING FOR OPENING	○	○	X	X	X
LOGO AT BACKCROP BANNER	○	X	X	X	X
CONFERENCE PASSES	20	15	10	5	5

\$500K



Diamond

\$300K



Platinum

\$200K



Gold

\$100K



Silver

\$50K



Bronze