

AI x SoftWave 2025

10 Years
2016 - 2025

3rd Dec. (Wed.) ~ 5th Dec. (Fri.), 2025
COEX Hall A

I Hosted by I Softwave Organizing Committee

I Sponsored by I



10th Anniversary of SoftWave, Open the Future of 2025 Innovation.

- Celebrating the 10th anniversary of SoftWave, which has led the development of advanced technology and ecosystem expansion!
- It started with 170 participants in 2016, Double growth with participation of more than 300 companies
- Representing Korea establishing itself as a business market in the SW industry
- In 2025 of Crisis, Softwave presents the future of innovative growth.



Category	2016 (1st)	2017 (2nd)	2018 (3rd)	2019 (4th)	2020 (5th)	2021 (6th)	2022 (7th)	2023 (8th)	2024 (9th)
Date	Sep 26(Mon) - 28(Wed)	Sep 14 (Thu) - 16 (Sat)	Dec 5 (Wed) - 7 (Fri)	Dec 4 (Wed) - 6 (Fri)	Dec 2 (Wed) - 4 (Fri)	Dec 1 (Wed) - 3 (Fri)	Dec 7 (Wed) - 9 (Fri)	Nov 29 (Wed) - Dec 1 (Fri)	Dec 4 (Wed) - 6 (Fri)
Venue	COEX Hall C (10,348m ²)	COEX Hall B (8,010m ²)	COEX Hall A (10,368m ²)	COEX Hall B (8,010m ²)	COEX Hall A (10,368m ²)	COEX Hall B (8,010m ²)	COEX Hall A (10,368m ²)	COEX Hall A (10,368m ²)	COEX Hall A (10,368m ²)
No. of Exhibitors	190 companies / 453 booths	174 companies / 354 booths	203 companies / 432 booths	193 companies / 309 booths	158 companies / 354 booths	242 companies / 488 booths	290 companies / 504 booths	295 companies / 542 booths	278 companies / 500 booths
Visitors	11,874	13,256	15,347	18,906	4,790	15,668	20,892	23,012	20,167
No. of Business meeting	109, \$11.9 million	36, \$4.6 million	140, \$18 million	131, \$61 million	84, \$31 million	49, \$6.7 million	132, \$46.54 million	147, \$58.54 million	151, \$59.74 million
Media Coverage	493 articles	200 articles	180 articles	166 articles	99 articles	186 articles	267 articles	285 articles	288 articles

Korea Software Exhibition, SoftWave 2025

SoftWave is Korea's representative software-ICT business fair.

The 10th SoftWave has established itself as the largest software business exhibition in Korea with the full support and participation of the SW industry and the support of related ministries.

The opening of the AI era in earnest in 2025 is accompanied by SoftWave at the center.

The expansion of the AI ecosystem is accelerating, and it is becoming a key driver of digital transformation beyond simple technology.

We invite companies to join us in this wave of innovation and lead the future. Create a future with SoftWave.



EVENT OVERVIEW

- Event **The 10th Korea Software Exhibition, SoftWave 2025**
- Period **10am – 17pm, 3th Dec.(Wed.) ~ 5th Dec.(Fri.), 2025**
- Venue **COEX Hall A (Samsungdong, Seoul)**
- Size **550 booths from 350 companies, 20,000 visitors**
- Hosted by **Softwave Organizing Committee**
- Sponsored by



과학기술정보통신부



행정안전부



산업통상자원부



교육부



문화체육관광부



보건복지부



중소벤처기업부

nipa 정보통신산업진흥원
National IT Industry Promotion Agency

IITP 정보통신기획평가원
Information & Communications Planning & Evaluation Institute

KCA 한국방송통신전파진흥원
Korea Communications Commission

NIA 한국지능정보원
National Intelligence Information Agency

SW융합클러스터
Software Convergence Cluster

TTA 한국정보통신기술협회
Telecommunications Technology Association

SD Seoul Digital Foundation
서울디지털재단

KCSA 한국인공지능 소프트웨어산업협회
Korea Artificial Intelligence Software Industry Association

KoEF 한국청년기업가정신재단
Korea Foundation for Entrepreneurial Spirit of Youth

소프트웨어경제조합
Software Economic Association

kisla 한국정보보호산업협회
Korea Information Security Industry Association

KAIT 한국정보통신진흥협회
Korea Association for IT Promotion

PKKI 한국정보통신산업연합회
The Federation of Korean Information Industry

KAIPS 한국지식재산서비스협회
Korea Association for Intellectual Property Service

KEDIA 한국데이터산업협회
Korea Data Industry Association

KOVA (사)벤처기업협회
Korea Venture Business Association

ITSA 한국IT서비스산업협회
Korea Information Technology Service Industry Association

한국SWICT 융연협회
Korea SWICT Convergence Association

KISPA 한국인터넷진흥원
Korea Internet & Security Agency



The Cradle of Innovative Technology to Change the Future

New technologies that will change the paradigm, expanded and evolved services, and products with efficiency and competitiveness... **Softwave is a business market where SW products that can create synergy by converging with various technologies and industries meet with customers.**



Composition of exhibition hall and exhibition items



Package SW

Information protection, OS, Office, document, authoring tool, storage, other business solutions, and applications



IT Service

System integration, big data, Cloud, Edge computer, ERP, supply chain management, customer relationship management, accounting management, middleware, network



Convergence SW

Artificial Intelligence, Web 3.0, Metaverse, NFT/Blockchain, Mobile Communication, Robot Automation (RPA), Manufacturing/Engineering SW, Material/Part/Equipment SW, Autonomous Driving/Mobility, Financial/Fintech, Public SW, Education, Medical/Healthcare, Defense, Space/Aeronautics, Electronic Government/Digital Document, Energy/Environment, Smart City, Digital Twin, Robot, Drone, AR/VR, Biometrics, Biometrics, Computing



Internet SW

Big-tech platform, search/portal, broadcasting communication, social/new media, media devices/network, O2O, advertisement/marketing tool, other information service



Game/Contents SW

Game/Contents SW : Game, applications, engine development, video service, location-based service, audio-visual edutainment, CG, design, sound/image analysis, intellectual property service, other mobile/smart app



2024 Major Participants

Representative SW companies from home and abroad are participating in SoftWave.

(A total of 278 companies participated in 2024)

 HANKCOM 한컴그룹	 DOUZONE	 Tmax	 cen 아이티센 ITCen	 영림원소프트랩	 WEM3 WITH THE DIGITAL AND BUSINESS IN BALANCE
 FORCS	 WISESTONE	 BI MATRIX Intelligence Solution Provider	 m 메타빌드(주)	 BIZENTRO Digital Transformation Solution No.1	 COMES
 unidocs	 gabia.	 Seoul Labs	 IP IPXHOP	 PERSONA AI	 BARO AI Technology Creator
 지란지교소프트	 been	 TOBESOFT	 nipa 정보통신산업진흥원 National IT Industry Promotion Agency	 IITP 정보통신기획평가원	 SW융합클러스터
 KETI 한국전자기술연구원 Korea Electronics Technology Institute	 KCA 한국방송통신전파진흥원	 TTA 한국정보통신기술협회 Telecommunications Technology Association	 KCSA 한국인공지능·소프트웨어산업협회	 kisia 한국정보보호산업협회 Korea Information Security Industry Association	 KEDIA 새! 한국데이터산업협회 Korea Data Industry Association

75% of visitors are buyers & customers, proven business market

SoftWave is a B2B exhibition specializing in SW where you can meet new customers.

It is a proven market where various industry workers from the public and private sectors visit to explore product/service transactions and seek SW convergence business opportunities.



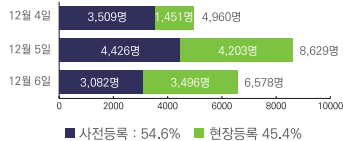
Target Visitors

- Responsible for procurement/purchase of government and local government
- Public institutions: Army, Navy, Air Force, Schools, Police, Public Corporation/Promotion Service
- Corporate CIO, CTO, CSO, and IT/SW
- In charge of computerization/marketing of large companies and group affiliates
- a hospital/clerk, health center, medical/healthcare institution
- Manufacturing SW Manager: Automobile/electronic/shipbuilding/machine/other
- SW sales/distributors, marketing agencies
- SW Convergence: Games, media, finance, telecommunications, service apps
- Investor, VC, and other investment institution reviewers
- Smart City, Energy, Sub-Chief, Other Industry Officials

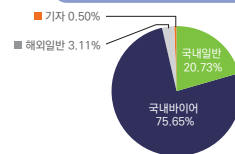


Softwave 2024 Visitors Analysis

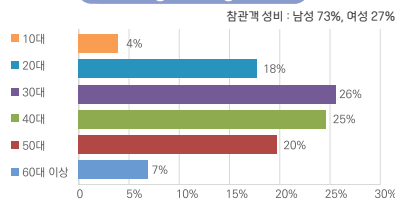
Visitor count (20,907 in total)



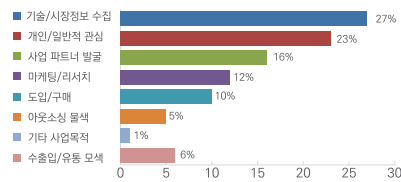
Visitor category



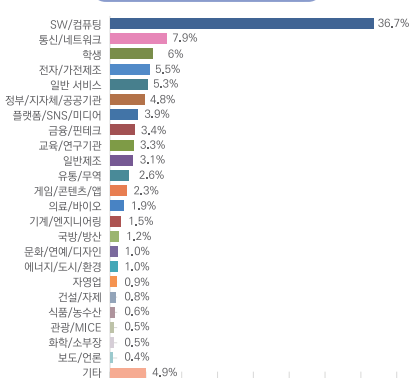
Age Range



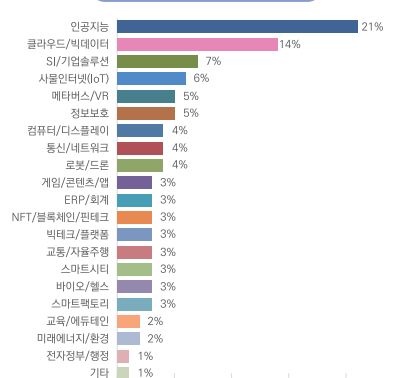
Purpose



Occupation



Interests



Incidental events to improve networking and marketing efficiency

To maximize the effect of participating companies' participation in the exhibition, Softwave organizes a variety of business support side events.

Through this, it promotes interaction with potential customers and business opportunities.

● Softwave Summit

Software Global Technology/Market/Business Trend Outlook International Conference

● Overseas Buyers Business Meeting

One-on-one export consultation meeting between carefully invited overseas buyers and participating companies (free participation)
[24-year performance] 151 meetings for \$59.74 million consultation
(120 cases for \$19.60 million contract)

● Domestic Buyer VIP Group Tour

Invitation of purchasing decision makers, such as government/local/county/school/business, etc.

Group organization by industry and operation at all times according to visit schedule during the event

● Exhibitors C-Level Inner Circle Meet-Up

Seek opportunities for business collaboration among participating companies and provide opportunities for network formation
Participating companies' C-level limited invitations, breakfast/special lectures/exhibition tours, etc. (participation free)

● Online Overseas Export Platform

Free access to online trade platforms to register participants' technologies and products

Providing opportunities to communicate with overseas 1.16 million buyers

● Awards Ceremony for Expansion of Base and Policy Solidarity

- Grand Prize for Knowledge and Innovation: Award for Outstanding Members of the National Assembly for Contributing to Digital Innovation
- SW Technology Award: Outstanding Technology Personality Award (Minister of Science, Technology, Information and Communication Award, etc.)
- High school SW development contest: Outstanding Work Award (Minister of Science, Technology, Information and Communication Award, etc.)



3D Advertisements, Event Branding, and Promotion of Participating Companies.

We conduct aggressive promotions so that many customers can visit the SoftWave exhibition hall.

Intensive advertising to target customer groups to promote business, and to attract wide interest

We are actively supporting the promotion of participating companies as well as self-notification of the event, including media reports.

Media advertising

- Naver display ads
- Google GDN ads
- YouTube instream ads
- SKT text message ads
- facebook banner ads
- TV ads
- electronic newspaper on/offline ads

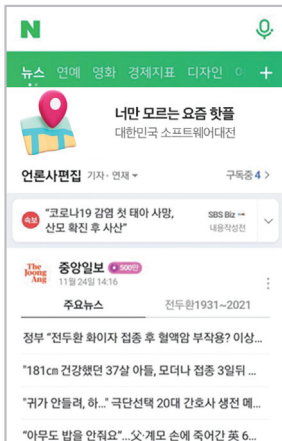
Target PR

- E-mail newsletter(eDM)
 - Electronic News
 - Korea Software Industry Association
 - K-ICT Born2Global
 - K-ICT Startup Mentoring Centre
 - Korea Commercial Software Association
 - The Federation of Korean Information Industries
 - Korean Association for Intellectual Property Services
 - Korea Information & Communication Technology Industry Association
 - Korea Internet & Security Agency etc

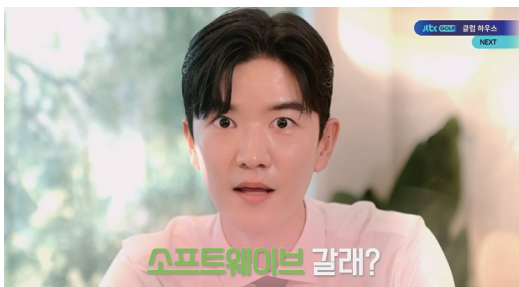
Press report

- Operating PR agency
 - TV news
 - daily newspapers
 - economic journals/magazines
 - internet media
- supporting electronic newspapers PR
 - Articles of participating companies

Naver display ads | SKT text message ads | E-mail newsletter(eDM) | Press report |



Promotional videos (TV CF, YouTube, ads) |



outdoor electronic board ads |





www.k-softwave.com



SoftWave Organizing Committee

22-16 Yangjae-daero 2-gil, Seocho-gu, Seoul The Electronic Times Business
TEL: (02)2168-9331~2,9393 E-MAIL: manager@k-softwave.com