

Preview in SEOUL 2017

2018/19 SS,FW

Adapting to the Consumer's life style

August 28(Mon) ~ 30(Wed), 2017

COEX Hall A & E

Grand InterContinental Seoul Parnas



PREVIEW IN SEOUL





PREVIEW IN SEOUL 2017

This year, PIS with its own 18 years history, becomes an exhibition where global trend streams come together featuring B2B and B2C.

PIS provides opportunities to explore distinctive yarns, eco-friendly & functional textiles, knits, findings & trims, accessories, DTP and machineries all organized around textile sectors. PIS offers numerous fun events. Attendees will enjoy the Trend Forum with the latest textiles, 1:1 networking opportunities with top buyers, fashion shows, fashion trends and textile seminars, fund-raising bazaar and fashion film screenings.

PIS Information

We invite textile and fashion businesses from around the world to exhibit at 「Preview in SEOUL 2017」.

Date August 28(Mon) ~ 30(Wed), 2017

Opening Hours 09:30 ~ 18:00 (Final day until 17:00)

Location COEX Hall A & E, Grand InterContinental Seoul Parnas

Exhibitors 650 booths from 450 companies

Product Groups Yarns, Fabrics/Textiles, Knits, Findings and Trims, Fashion Apparel and Accessories, Digital Textile Printers, Sewing Machinery and more

Event Special exhibitions, Fashion shows, Business networking events, Seminars, City & Company tours for foreign buyers

Organizer Korea Federation of Textile Industries

Sponsors Ministry of Trade, Industry and Energy / Seoul Metropolitan Government / Daegu Metropolitan City / Gyeonggi-Do / KOTRA



PIS 2017 Highlights

- **The fusion of Textiles, Fashion and Lifestyle**
- **Top buyers** coming from major fashion groups and import/export trading companies in America, Europe, China and Hong Kong
- **Trend Forum** introducing the latest textile trends, color palettes, fashion a la mode and tech fashion
- **1:1 Networking Opportunities** between exhibitors and potential buyers offering chances to enhance their business
- **Fashion shows** introducing the latest fashion trends and marketing in swimsuits, lingerie, athlete leisure, and men's and women's wear
- **Seminars** offering the latest information on textile market such as trending developments in the latest global textiles, discovering opportunities in the 4th Industrial Revolution and how to keep up with the global ICT market
- **Festivities** consisting of Fund-raising Bazaar, DIY+Craft, Hand-made, Fashion film screening, geared for both textile industry professionals and non-professionals



Contact

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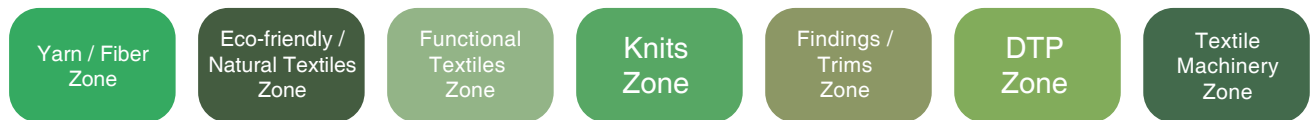
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Exhibition Halls

[Textile Pavilion : COEX Hall A]



[Fashion Pavilion : Grand InterContinental Seoul Parnas]



Events

– Business Networking

Exhibitors and invited buyers will have the opportunity to be introduced beforehand, enabling them to build their relationships during PIS.

– Fashion Shows

Unique products from the latest fashion brands and designers will be introduced. General attendees will walk the catwalk, bringing fashion business closer to consumers.

– Crowdfunding Events

Designers and fashion & textile companies that own new technology copyrights as well as new businesses will have the opportunity to get start-up support.

– Seminars

The latest information on textile markets will be offered. Seminar topics: Trending developments in the latest global textiles, Discovering opportunities in the 4th Industrial Revolution, How to keep up with the global ICT market, etc.

– Job Fair

Job seekers will have the opportunity of gathering recruiting information while companies will have the chance of finding highly qualified job applicants.

– DIY + Craft

People of all ages can participate and enjoy “Hand-Made craft,” “reforming lightly-used clothes” “Monogramming” and “natural color dyeing” events.

– Fashion Film Screening & ICT Forum

There will be sensational fashion film screenings and “fashion talk” speeches. Future-fabric via ICT convergent products will be introduced to attendees.

– City & Company Tour Program

Foreign attendees will have a chance to taste the unique and beautiful Korean culture. They will also be able to visit manufacturing facilities of leading Korean companies and build business relationship.

Exhibitors Benefit

- Providing ongoing communication channel for buyers to receive information about products and participating businesses ensuring high attendance of PIS
- Top buyers from major fashion groups and import/export trading companies from America, Europe, China and Hong Kong have been invited to attend
- Offering 1:1 networking opportunities for exhibitors and potential buyers to develop their business
- International PR to China, Japan, Europe and America
- Sending out industry E-newsletters to major textile industry agencies and publishing companies from our extensive database
- Tabloid style news articles promoting exhibitors during PIS



Registration Information

Registration Method : A completed registration application must be submitted along with 30% of the registration fees at the time of registration.

Registration Period : Applications are accepted until June 16, 2017(Friday). If the exhibition booths are filled up before the deadline, registration applications will no longer be accepted.

*1 Booth : 9m²=3m×3m

Booth Type	Registration Fees	Notes
Standard Booth	USD 3,400/9m ²	<ul style="list-style-type: none"> Organizer supplies a standardized booth. Basic Features : Partition, Company Sign, Spotlight, Table and Chairs, Information Desk, and Pytex Flooring
	* Corner Booth +10% – Only exhibitor with booth size 9–18m ² can apply. – When the location of the booth is allocated, an open-end corner will be assigned.	
Raw Space (36m ² Min.)	USD 2,850/9m ²	<ul style="list-style-type: none"> Organizer only provides booth space, and an exhibitor bears all booth construction costs. Exhibitor needs to submit construction plans to the organizer for approval before construction commences
	* Island Booth +10% – When the location of the booth is allocated, open-end space on all sides will be assigned.	

Booth Details	Raw Space	Standard Booth (Shell Scheme)
	A minimum of 4 booths(36m ²) must be ordered (1booth : 3m x 3m) * Space Only 	<ul style="list-style-type: none"> 3 Spotlights(100W), 1 electric outlet(220V), Pitex Floor Hanger or shelf total of 5pieces 1 Information Desk & 1 Chair 1 Round Table & 4 Chairs 1 Trash bin 

[Booth Assignment]

Assignment will be made after the registration process is completed based upon booth size, exhibition items, and time of registration.

[Submission of registration fees]

Submit 30% of total fee at the time of registration as the deposit, with remaining balance and other facility usage fees should be paid by June 16(Fri), 2017.

[Bank Details] Beneficiary: Korea Federation of Textile Industries (KOFOTI)
 Bank Name: Kookmin Bank, Samsung Station Branch
 Account No. : 581237-01-013467 / Swift Code : CZNBKRSE
 Bank Address: Kookmin Bank, 1FI, Textile Center bldg., Teheranno 518, Gangnam-gu, Seoul, Korea
 Tel : 82-2-528-3713, Fax : 82-2-528-3700

[Discounts]

Early registration discount : 10% discount if application is submitted and registration fee is paid before May 26, 2017.

Repetitive participant discount : 10% discount for the company that participated in "Preview in SEOUL 2016"

Discounts can be combined together (1)+(2) ; maximum of 20% is possible.

Important Deadline

- Registration Period : Registration is on first come, first served basis until June 16, 2017
- Early Registration Period : Registration is on first come, first served basis until May 26, 2017
- Submission of Other Forms in Exhibitor's Manual : June 16, 2017
- Booth Construction : August 25(Fri)~August 27(Sun), 2017 / Hours : 08:00~20:00
- Exhibitor Move-in and Display: August 27(Sun), 2017 / Hours : 14:00~18:00
- Exhibition Date: August 28(Mon) ~ August 30(Wed), 2017 / (Open 09:30~18:00, last day 09:30~17:00)
- Exhibitor Move-out : August 30(Wed), after 17:00
- Booth Dismantling : August 30(Wed), 2017



Korea Federation of Textile Industries

Exhibition & Fashion Team

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