

STEP 2026

# SEOUL TECH EXCHANGE & PARTNERSHIPS



Seoul Tech Exchange & Partnership

**26.10.13** Tue - **14** Wed

10.13 | COEX Magok, Gangseo-gu, Seoul

10.14 | Four Points by Sheraton Seoul Guro,  
Guro-gu, Seoul

## Invitation Letter



# Information

## Overview

|          |                                                                                                                                                                                                        |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title    | 2026 Seoul Tech Exchange & Partnership   2026 STEP                                                                                                                                                     |
| Date     | October 13 (Tue) – 14 (Wed), 2026                                                                                                                                                                      |
| Category | AI · AX, IT · SW, Electronics · Electrical, Digital Healthcare · Medical Devices                                                                                                                       |
| Venue    | [Oct 12] Seoul Startup Hub M+ (Special Welcome Reception)<br>[Oct 13] Coex Magok, Seoul<br>[Oct 14] FourPoints by Sharaton Seoul Guro, Seoul                                                           |
| Address  | [Seoul Startup Hub M+] 14, Magokjungang 8-ro, Gangseo-gu, Seoul<br>[Coex Magok] 143, Magokjungang-ro, Gangseo-gu, Seoul<br>[FourPoints by Sharaton Guro] 72, Digital-ro, 32-gil, Guro-gu, Seoul        |
| Program  | [Meeting] 1:1 Business Meeting with Korean Companies (2 days)<br>* Business meetings are intended for purchasing Korean Products and Technical meeting; selling buyer's own products is not permitted. |
|          | [Tech Exhibition]<br>Innovative Products from Selected Korean Companies                                                                                                                                |
|          | [Special Welcome Reception]<br>Networking Reception with Korean Companies and host organization                                                                                                        |

## Buyer Benefits

- Welcome Reception Dinner & Daily Hotel Breakfast/Lunch Buffet for 2 Days of Meetings
- Complimentary Round-Trip Airfare Support  
\* Post-airfare reimbursement will via wire transfer up to fixed country limits (Economy class only, not full amount).
- Exclusive Korean Welcome Gift Package
- Accommodation Support (3 nights: October 12~15)
- Dedicated interpreter assigned per buyer company during business meetings

## Reception Event Information

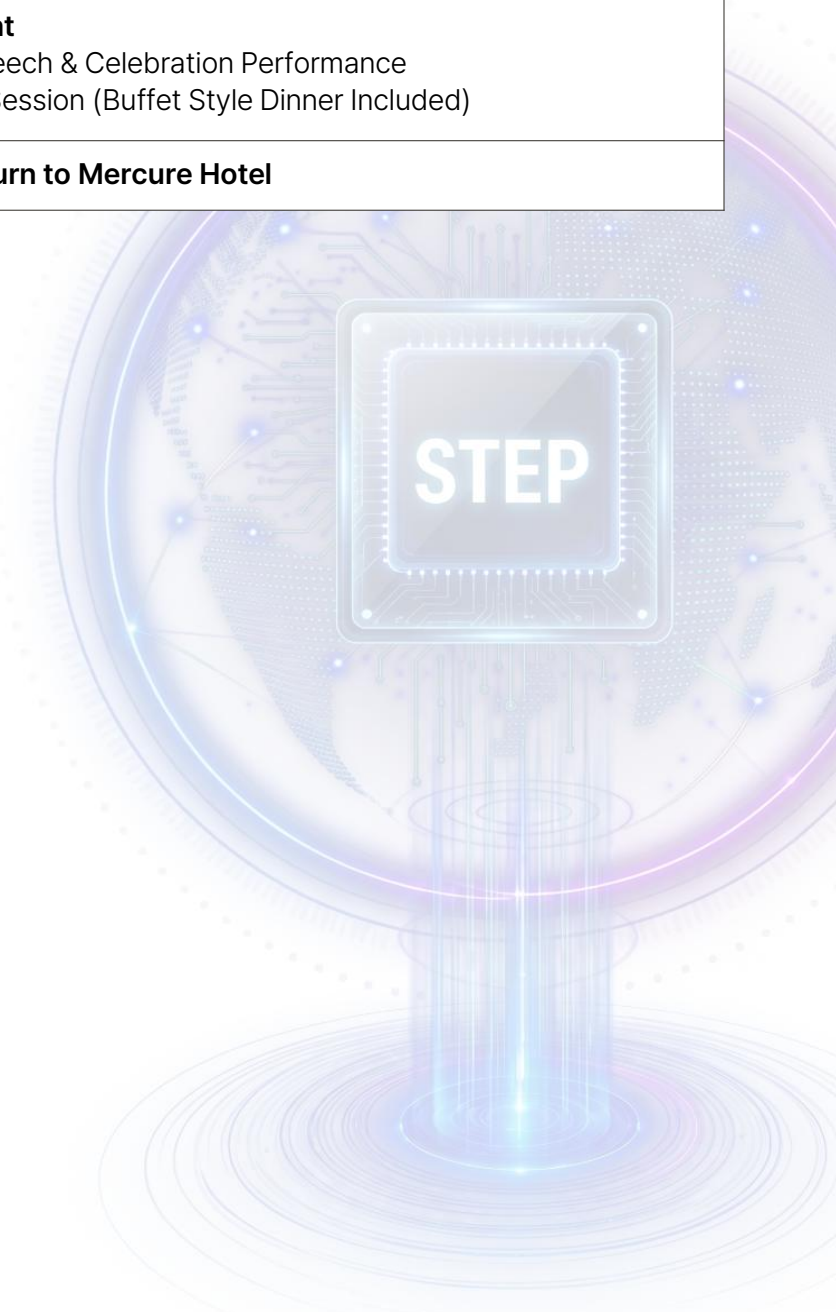
- Date: October 12, 17:00 (KST)
- Venue: Seoul Startup Hub M+ (SBA)-14, Magokjungang 8-ro, Gangseo-gu, Seoul
- Program : - Reception & Celebration Korean Traditional Performance & Pre-Networking  
- Internal Tour of Seoul Startup Hub M+ Space

# Special Welcome Reception

## Schedule

### Pre-Event (Oct 12th) – Seoul Startup Hub M+

| Time  | Program                                                                                                                                                                           |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:00 | Assemble at the Mercure Hotel Lobby                                                                                                                                               |
| 16:20 | Move to Mplus Center & Internal Tour                                                                                                                                              |
| 17:00 | <b>Reception Event</b> <ul style="list-style-type: none"><li>• Welcome Speech &amp; Celebration Performance</li><li>• Networking Session (Buffet Style Dinner Included)</li></ul> |
| 18:20 | Wrap-up & Return to Mercure Hotel                                                                                                                                                 |



# Event Schedule

## Schedule

### Day 1 (Oct 13) – Coex Magok

| Time         | Program                                               |
|--------------|-------------------------------------------------------|
| - 08:40      | Arrival at Information Desk / Interpreter Pre-Meeting |
| 09:20-10:00  | 1st Business Meeting                                  |
| 10:00-10:05  | Break                                                 |
| 10:05-10:45  | 2nd Business Meeting                                  |
| 10:45-10:50  | Break                                                 |
| 10:50-11:30  | 3rd Business Meeting                                  |
| 11:30-11:35  | Break                                                 |
| 11:35-12:15  | 4th Business Meeting                                  |
| 12:15-13:25  | Lunch Break                                           |
| 13:25-14:05  | 5th Business Meeting                                  |
| 14:05-14:10  | Break                                                 |
| 14:10-14:50  | 6th Business Meeting                                  |
| 14:50-14:55  | Break                                                 |
| 14:55- 15:35 | 7th Business Meeting                                  |
| 15:35- 15:55 | Coffee Break                                          |
| 15:55-16:35  | 8th Business Meeting                                  |
| 16:35-16:40  | Break                                                 |
| 16:40-17:20  | 9th Business Meeting                                  |
| 17:20-18:00  | Free Networking                                       |
| 18:00- 19:00 | Move to FourPoints by Sharaton Seoul Guro by Bus      |

# Event Schedule

## Schedule

Day 2 (Oct 14) – Four Points By Sheraton Seoul Guro

| Time         | Program                                               |
|--------------|-------------------------------------------------------|
| - 09:20      | Arrival at Information Desk / Interpreter Pre-Meeting |
| 09:20-10:00  | 1st Business Meeting                                  |
| 10:00-10:05  | Break                                                 |
| 10:05-10:45  | 2nd Business Meeting                                  |
| 10:45-10:50  | Break                                                 |
| 10:50-11:30  | 3rd Business Meeting                                  |
| 11:30-11:35  | Break                                                 |
| 11:35-12:15  | 4th Business Meeting                                  |
| 12:15-13:25  | Lunch Break                                           |
| 13:25-14:05  | 5th Business Meeting                                  |
| 14:05-14:10  | Break                                                 |
| 14:10-14:50  | 6th Business Meeting                                  |
| 14:50-14:55  | Break                                                 |
| 14:55- 15:35 | 7th Business Meeting                                  |
| 15:35- 15:55 | Coffee Break                                          |
| 15:55-16:35  | 8th Business Meeting                                  |
| 16:35-16:40  | Break                                                 |
| 16:40-17:20  | 9th Business Meeting                                  |
| 17:20-18:00  | Free Networking                                       |

# Invitation Procedure



## Submit Form (by Aug 28)

- Please complete the application form below.  
(<https://forms.gle/JSQvwi5FASZr1oq5A>)



## Screening / Confirmation (by mid-Sep)

- Upon completion of screening, a Confirmation Letter will be sent to selected companies.



## Invitation / Meeting Arrangement

- Flight booking guidance, accommodation, and visa support.
- 1:1 Business meeting schedule arrangement.



## Arrival in South Korea

- Hotel check-in

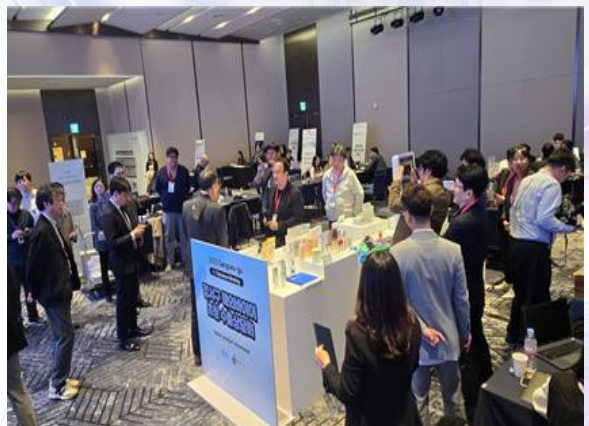


## 2026 Seoul Tech Exchange & Partnership

- Special Welcome Reception & Internal Tour of Seoul Startup Hub
- 1:1 Business meetings program (2days)

# Previous Event (2025)

88 Korean Companies | 30 Overseas Buyers | 400 Meetings  
FourPoints by Sharaton Seoul Guro





# Previous Event (2024)

40 Korean Companies | 20 Overseas Buyers | 397 Meetings  
Lotte Hotel City Hotel

