



HAND ARTY KOREA

www.handarty.co.kr/eng

[@handarty_korea_](https://www.instagram.com/handarty_korea_)



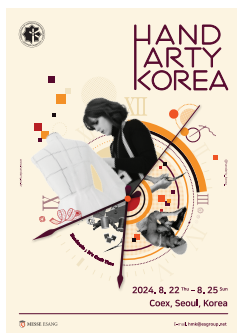
2024. 8. 22^{Thu} – 8. 25^{Sun}


Coex, Seoul, Korea

ABOUT HANDARTY KOREA

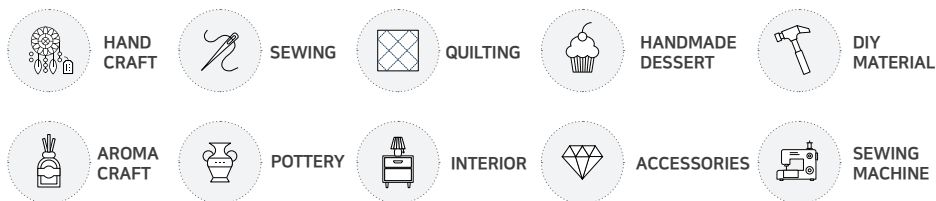
Handarty, launched in 2009 as Korea's first open market, has been working on discovering and supporting handicraft artists in regards to sales and distribution. Based on this platform for distribution, Handarty organized the first Handarty Korea fair at COEX in 2011. Handarty consistently tries to make the handmade culture flourish by developing contents, managing artists and providing opportunities.

OVERVIEW



Exhibition Name	Handarty Korea(previous name Handmade Korea)
Date	AUG 22-25 (Thursday-Sunday), 2024 / (10:00 - 18:00)
Venue	COEX, Seoul, Korea
Scale	450 Exhibitors 700 Booths / 45,000 visitors (4,000 Buyers)
Organizer	 MESSE ESANG
Certification	International Certified Exhibition

EXHIBITION ITEM



1

EXPLORE THE BEST MARKET

- The Oldest and Largest in Korea
- The Finest Way to Meet Buyers

2

SEIZE YOUR OPPORTUNITY

- Professional Seminars
- Business Matching Program

3

FEEL THE CRAFTMANSHIP

- Discover the Creativity
- Purchase an Experience

Handmade ; It`s Craft Time

Recently, Korean consumers focus on quality, design and practicality rather than price when purchasing all kinds of products. However, when it comes to handcrafts, consumers tend to consider special value, artist's identity and experience in them. The most important motivation of purchase is the value of handcraft itself, not the market trend. That's why 2024 Handarty Korea will create various opportunities which can present true value of handcraft.

OPTION 1. Normal Booth Type

Wooden Booth

Fee USD 1,700

Size 3m(W) x 2m(L) x 2.4m(H)

Specification

fascia board, carpet flooring,
1 information desk with 1 chair,
2 lights with 1kw electricity



1/2 Wooden Booth

Fee USD 1,100

Size 2m(W) x 1m(L) x 2.4m(H)

Specification

fascia board, carpet flooring,
1 information desk with 1 chair,
2 lights with 1kw electricity



OPTION 2. Raw Space Booth (3m*2m / booth)

Raw space Booth

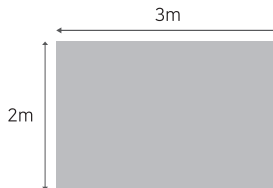
Fee USD 1,400

Size 3m(W) x 2m(L)

specification

Space only

*Exhibitors Should employ the contractors designated by venue for the construction and erection of their stands



Example of Booth Construction



1 Join the Exhibition

- Apply the participation form
- Pay the fee

2 Discuss how to design

- Discuss about the booth display & design

3 Promotion

- Submit the company introduction
- Product introduction designed file

4 Deliver the product



5 On site

- Display the product
- Promote the product

6 After the display

- Re-pack the product
- Deliver the product

WIRING INFORMATION

Bank

Bank Address

Beneficiary

Beneficiary Address

Account No

Swift Code

Industrial Bank of Korea / Gasan Fashion Town Branch

6 Daerung Post Tower 50-3, Gasan-dong, Geumcheon-gu, Seoul, Korea

MESSE ESANG CO., LTD.

ES Tower, 9, World Cup buk-ro 58-gil, Mapo-gu, Seoul, Korea

477-030938-01-036

IBKOKRSEXXX

WILL YOU JOIN US?

Korea No.1 Craft Fair Handarty Korea



Handmade ; It's Craft Time

CONTACT

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