

The Korea Brand & Entertainment Expo

The Korea Brand and Entertainment Expo (KBEE) connects the positive global sentiment towards Korean popular culture with the products of Korean SMEs to create a favorable brand image as well as to generate long-term economic effects through the convergence of culture and industry.

This year marks the 13th year of the world's largest Hallyu (Korean Wave) expo, with past host cities consisting of Thailand, France, the U.K., Japan, Brazil, China, Hong Kong and Russia. From November 1 to 2, Singapore will be the host of the second expo this year, following a successful opening of the event during the first half of the year in Moscow, Russia.

Hallyu culture is generating exports not only in the content and tourism industries, but also in related industries such as makeup, fashion, food and household goods. Thus, KBEE will provide a platform to market Korean export goods based on the convergence of Hallyu culture (celebrities, performances) as well as for consumer goods and services of Korean brands.

KOTRA hopes to encourage the current demand for Korean culture to carry over into lifestyle choices and consumption, and eventually create a premium brand image of Korean products while helping them enter into overseas markets. To this end, KOTRA holds various Hallyu-based marketing events such as exhibitions, performances, product demonstrations and sales pro

motions.

To date, 127 top Hallyu stars have taken part in the events including Exo, Super Junior, Infinite, Winner, i-Kon, Red Velvet, Ha Ji Won, Song Ji Hyo, JYJ, BAP, Lee Gwang Soo and NCT.

