Daara Online Exhibition
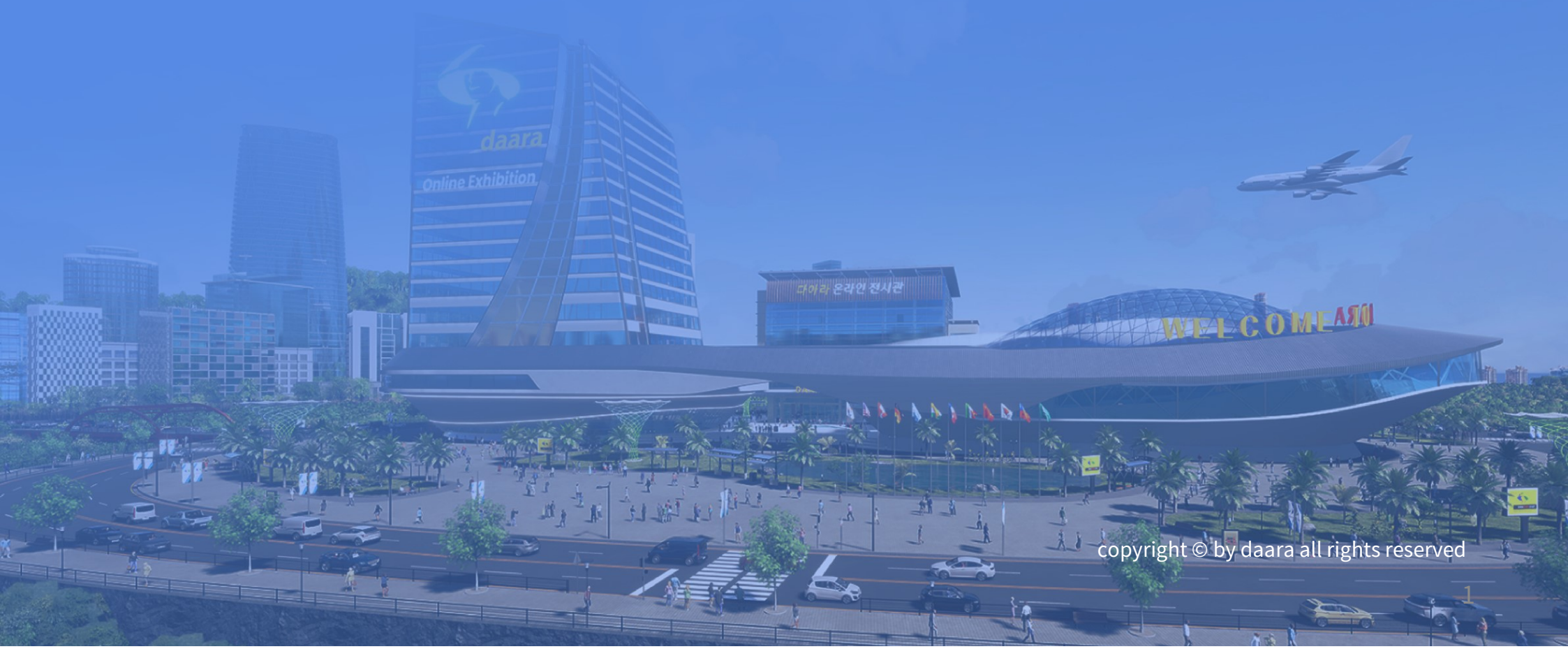
The optimal marketing and promotion platform operating 24/7, 365 days a year

exhi.daara.co.kr

34th
산업다아라

Contents

Company Introduction

Drawing on 34 years of expertise and innovation,
DAARA Group collaborates with its customers,
delivering the information essential for industries.

Unrestricted by time and space,
a domestic and international non-face-to-face business platform
exhi.daara.co.kr

Korea's largest direct trading platform
for industrial machinery and equipment
daara.co.kr

Providing diverse industrial real estate information,
including tool distribution markets,
knowledge industry centers,
and industrial complexes.
Officially partnered with Naver
land.daara.co.kr

365일 OPEN
온라인전시관

직거래
다아라
기계장터

산업전문
부동산 서비스
산업부동산
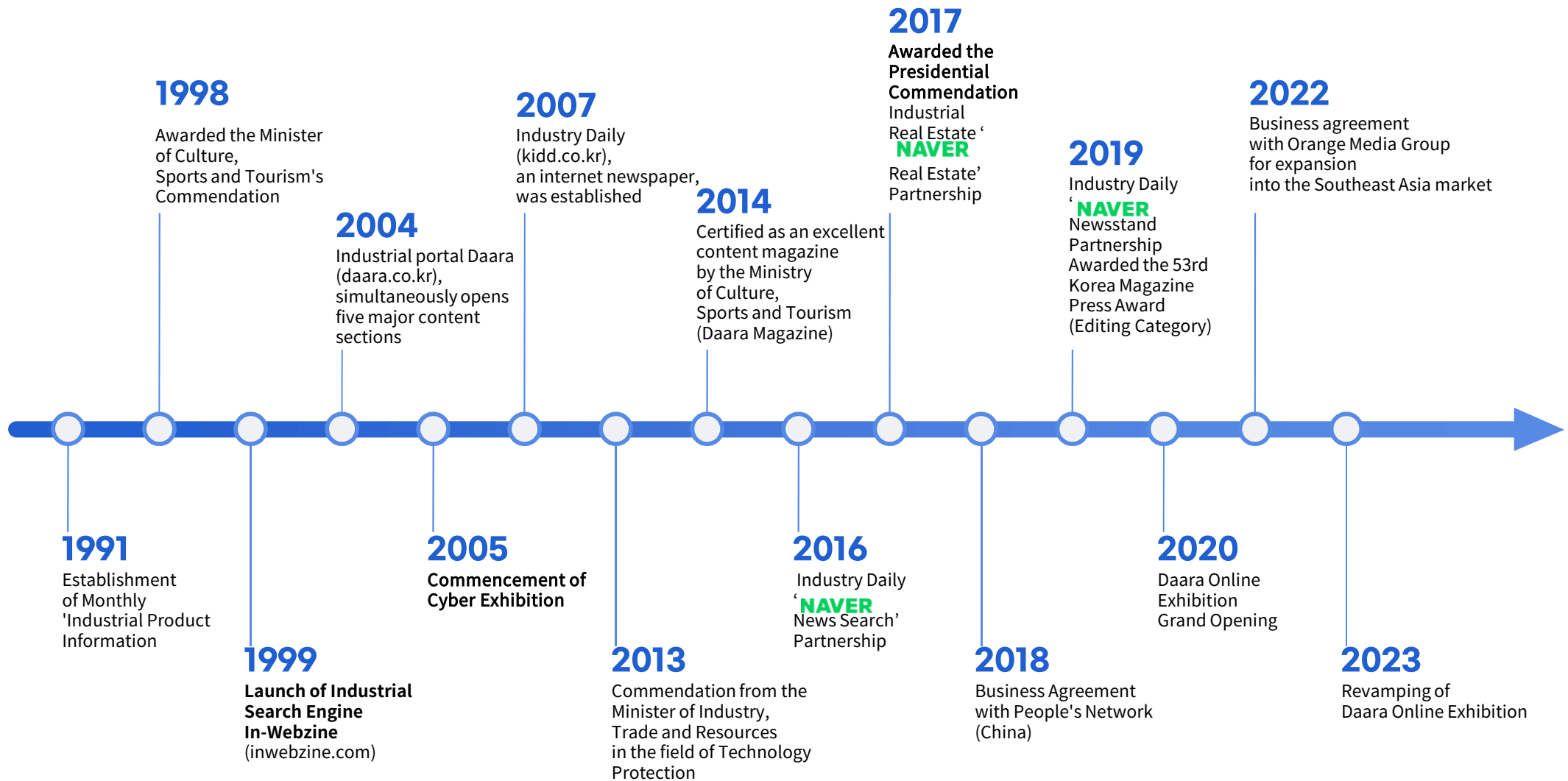
산업**다아라**

정기간행물
산업종합저널

인터넷신문
산업일보

Established in 1991,
the largest circulation,
providing product introductions, corporate news,
and exhibition information
industryjournal.co.kr

Specialized internet daily newspaper
in the industrial sector,
in partnership with major portal sites
kidd.co.kr

**The 5 Core Contents
of DAARA Group**

Major History

1998
Awarded the Minister
of Culture,
Sports and Tourism's
Commendation

2007
Industry Daily
(kidd.co.kr),
an internet newspaper,
was established

2017
Awarded the
Presidential
Commendation
Industrial
Real Estate '
NAVER
Real Estate'
Partnership

2022
Business agreement
with Orange Media Group
for expansion
into the Southeast Asia market

2004
Industrial portal Daara
(daara.co.kr),
simultaneously opens
five major content
sections

2014
Certified as an excellent
content magazine
by the Ministry
of Culture,
Sports and Tourism
(Daara Magazine)

2019
Industry Daily
'
NAVER
Newsstand
Partnership
Awarded the 53rd
Korea Magazine
Press Award
(Editing Category)

1991
Establishment
of Monthly
'Industrial Product
Information

2005
Commencement of
Cyber Exhibition

2016
Industry Daily
'
NAVER
News Search'
Partnership

2020
Daara Online
Exhibition
Grand Opening

1999
Launch of Industrial
Search Engine
In-Webzine
(inwebzine.com)

2013
Commendation from the
Minister of Industry,
Trade and Resources
in the field of Technology
Protection

2018
Business Agreement
with People's Network
(China)

2023
Revamping of
Daara Online Exhibition

4

Global Market Entry and Promotion Support

With a focus on global markets such as China, Singapore, Indonesia, Malaysia, Vietnam, Japan, India, Russia, and Thailand, we actively support our clients' global market entry through participation in industrial exhibitions, export consultation meetings, and the operation of overseas market exploration teams in each country

July 2015
Shanghai International Machine Tools and Tools Exhibition

December 2018
Vietnam International Machinery Industry Fair

January 2019
Japan Tokyo NEPCON Japan

January 2019
India International Machine Tools Exhibition

March 2019
China Industrial Automation Technology Exhibition

May 2019
International Machinery and Equipment Exhibition In Moscow, Russia
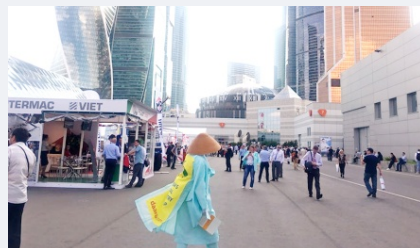
November 2019
Bangkok International Machinery Fair, Thailand

December 2019
Vietnam International Machinery Industry Fair

Key Clients

Service Features

The optimal marketing platform for promoting participating companies and showcased products.
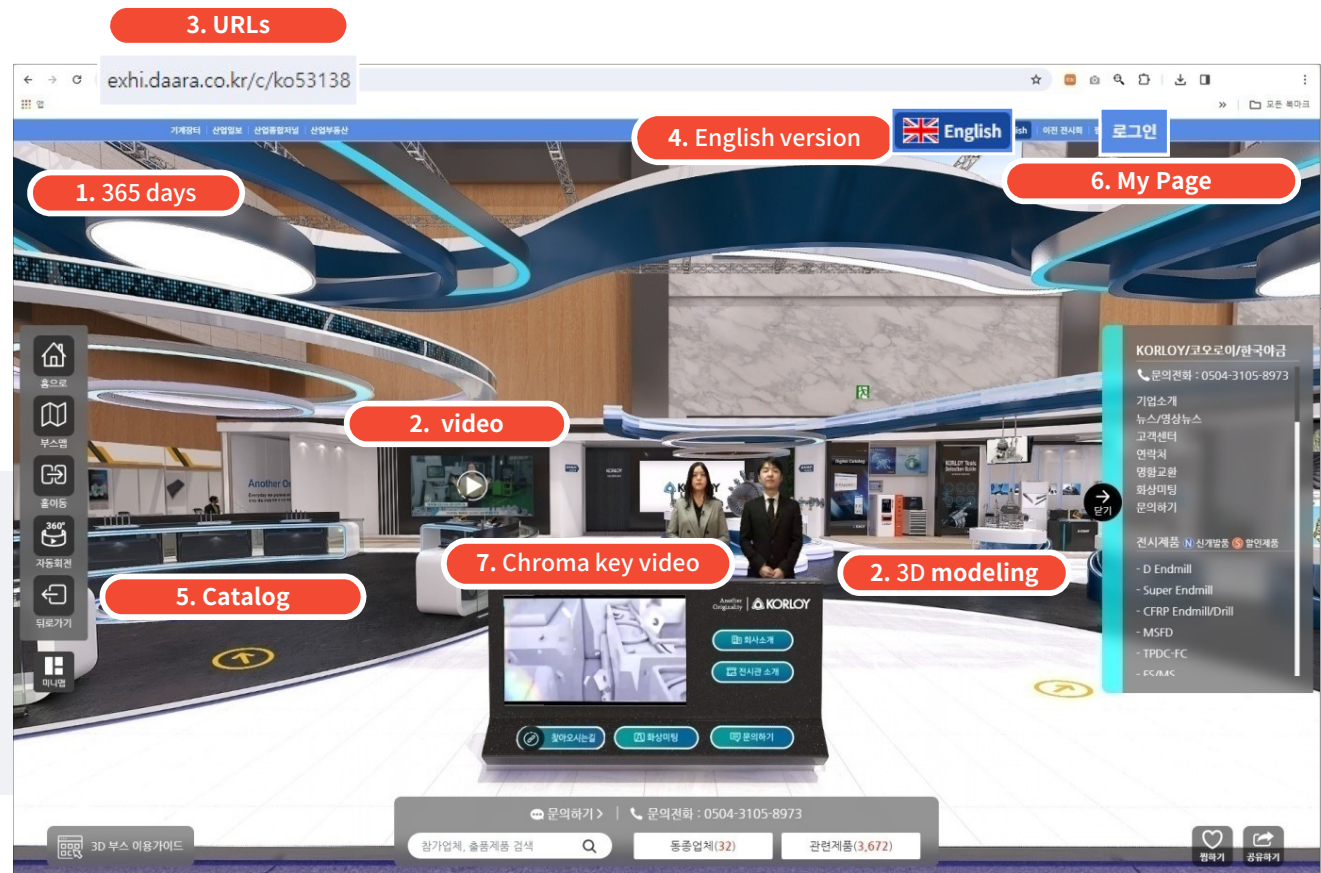
Daara Online Exhibition

-Search and compare domestic and international

   industrial-related companies and products

- Implementation of a 3D environment closely resembling

   a real exhibition, enhancing user immersion

- Facilitating virtual meetings with domestic and

   international buyers, along with supporting various

   interactive engagements

- Individual URL utilization for accessing the homepage

- Supporting the formulation of personalized marketing

   strategies through visitor behavior analysis

- Expanding online visibility domestically and

   internationally through Search Engine Optimization (SEO)

- The optimal marketing and promotion platform

   operating 24/7, 365 days a year

Key Features

We are leveraging the various key features of the Daara Online Exhibition to assist companies in their promotion and marketing efforts.

01. **Open 365 days a year**
The online exhibition hall allows for continuous marketing

02. **Introduction video, 3D product modeling**
Utilizing 3D, VR technology, and video for an intuitive presentation,
allowing for company and product introductions

03. **Individual URLs for each tenant company**
Providing individual URLs for each tenant company, enabling search ability on domestic and international portal sites

04. **English version support**
English version support and extensive global marketing opportunities, advantageous for attracting buyers

05. **Catalog download**
We provide an enhanced website content including company introduction, 3D product modeling, and catalog download functionalities

06. **Booth management (My Page)**
Through My Page,
users can directly update their information

07. **Chroma key video**
Using screen compositing technology,
you can hear company introductions and product explanations

3. URLs
exhi.daara.co.kr/c/ko53138
4. English version
1. 365 days
6. My Page
2. video
7. Chroma key video
2. 3D modeling
5. Catalog

※ Note that the above is an illustrative example image, and the location and presentation method of provided services may vary depending on the booth design.

Components - 1

Implementing a 3D environment closely resembling a real exhibition enhances user immersion.

1. Introduction Videos

2. Display of Key Products

3. 3D Product Modeling

Components - 2

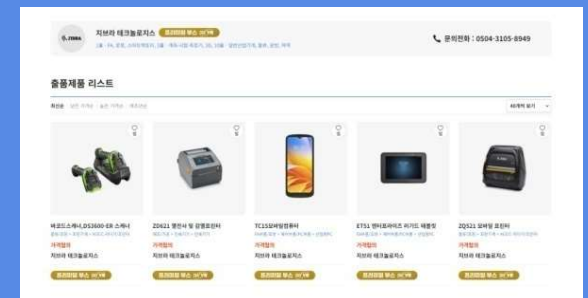Various components can be configured according to customer needs without spatial constraints.

4. Brochure

5. Other (History Museum)

6. Other (Product List)

Offerings by Booth Type

Booths are provided in three different forms, allowing customers to freely choose based on their needs.

01
Premium(3D)

- Customized made-to-order 3D design tailored to customer needs
- Products can be displayed by category, and there are no space constraints

02
Deluxe(3D)

- Providing sophisticated 3D templates
- Increased product display options and optional 3D modeling for selection

03
Standard(3D)

- Providing basic 3D templates
- Exposure of promotional videos and company introductions

* Initial one-year operational costs provided at no charge
* Standard, Premium, Deluxe types / Modifiable company and product information
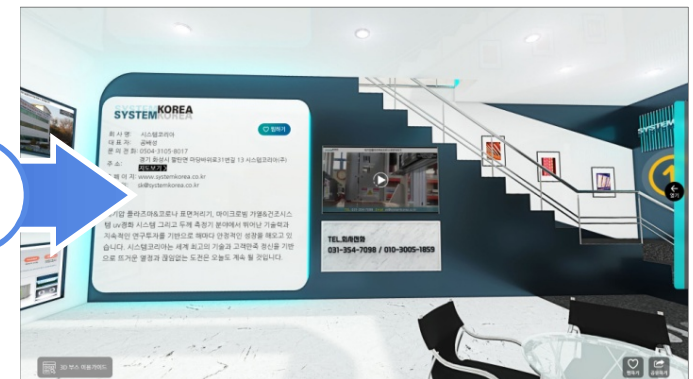* Additional charges apply for adding optional features

SEO Marketing Strategy

Exhibition hall connectivity via banners within news articles is possible, and individual URLs allow direct access to the homepage.

News Integration

Individual URL Provision

Introduction to Hall Configuration - 1

The exhibition hall consists of a total of 13 large halls, accommodating various companies.

1홀 Factory Automation Equipments /Parts, Robotics	2홀 Electricity·Electronics, Semiconductor, AI
4홀 Chemical, Plant, Pump, Air conditioning system	5홀 Hydraulic·Pneumatic, Fluid·Powder
7홀 Environment, Facilities, Renewable Energy, Safety	8홀 Tools, Parts, Material
10홀 Industrial machinery, Logistics, Carriage, Load/unload	11홀 Packing, Food related machinery
13홀 ETC(Agricultural Machinery, Heavy Equipment, Architecture)	

3홀 Metrology·Test·Measurement, 3D

6홀 Machine Tool

9홀 Mold, Metal, Forging, Plastic

12홀 Laser, Press, Welding machinery

Introduction to Hall Configuration - 2

We collaborate with various partner organizations and institutions to operate special pavilions and joint pavilions.

Special Exhibition Hall

- KAR   ROBOT WORLD 2023
- KOEMA   Seoul International Electric Fair 2023
- Carbon Korea 2023

Joint Hall

- Siheung Entrepreneurs Association
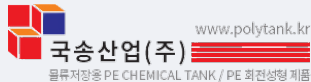- Daejeon Technopark
- Jeonnam Technopark
- Hwaseong CCI

Service
Application Cases

Exhibition Application Cases

Through interviews with users who have actually used the exhibition hall,
we can gain insights into their experiences.

국송산업(주)
www.polytank.kr
물류저장용 PE CHEMICAL TANK / PE 회전성형 제품

**The crisis brought about by COVID-19...
DAARA opens an online exhibition
to breathe new life.**

http://kidd.co.kr/news/231094

KORLOY

**DAARA Online Exhibition continues
to evolve with updates on new products
and videos, pushing for further
enhancements.**

http://kidd.co.kr/news/231175

DG Everything Possible
DAEGYU

**DAARA's online exhibition, serving as a
substitute for the official website through
its presence, proves to be highly effective.**

http://kidd.co.kr/news/231101

SYSTEM KOREA

**Overcoming the limitations of offline
exhibitions, expectations are high for
solutions through online exhibition.**

http://kidd.co.kr/news/231124

(주)동양환기

**DAARA aims to expand the points of
communication with buyers through
its online exhibition.**

http://kidd.co.kr/news/231158

IBS

**The 'DAARA Online Exhibition' plays
a foundational role in pioneering
new markets**

http://kidd.co.kr/news/231274

16

Participating Companies' Cases

Numerous domestic and international companies have joined the Daara Online Exhibition.
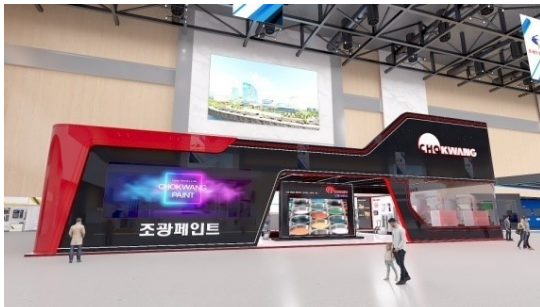
CHOKWANG 조광페인트

OREE LASER

TM ROBOT

SICK Sensor Intelligence.

JJTOOLS

KORLOY

Daara Online Exhibition

Product promotion,
now more effective than ever!

· Are you in need of better promotional results compared to the costs of offline exhibitions?

· Do you not need capable sales representatives even in the online environment?

· Are you searching for effective promotional tools?

Daara Online Exhibition is the solution!

Contact us

Daara Online Exhibition Inquiry

E-mail. cs@daara.co.kr