



# 2025 K-BOOK MARKET IN SEOUL



## INVITATION LETTER

Date: June 16th (Mon) - 18th (Wed)

Venue: Lotte Hotel World Seoul, Korea



# Information



## Overview

Title	2025 K-Book Market in Seoul
Date	June 16th (Mon) - 18th (Wed), 2025
Venue	Crystal ballroom (Lotte Hotel World Seoul, Korea)
Address	240 Olympic-ro, Songpa-gu, Seoul, Republic of Korea
Program	<ul style="list-style-type: none"><li>* Seminar) Korean Publishing/IP market Trends Seminar</li><li>* Pitching) Book/IP Presentation of Korean Companies</li><li>* Meeting) 1:1 Business Meeting with Korean Companies (3 days) - Selling buyer's own IP/Books during business meeting may be subject to reimbursement restrictions</li><li>* Exhibition) Book Exhibition of 100 Korean Publishing Companies</li><li>* Reception) Networking Reception Program</li><li>* Connecting Event) 2025 Seoul International Book Fair (COEX)</li></ul>

## Buyer Benefits

- Free Roundtrip Airfare (Economy)
- Accommodation (Three Nights)
- Interpretation Service during the 1:1 meeting
- Ticket for Connecting Event (2025 Seoul International Book Fair)

## Connecting Event Information

- Title: 2025 Seoul International Book Fair
- Date: June 18th (Wed) - 22nd (Sun)
- Venue: COEX Hall A & B1



# Event Schedule

## Day 1 (06.16)

Time	Event	Time	Event
08:50-09:20	Seminar	14:10-14:40	5th Business Meeting
09:20-10:00	Pitching	14:40-14:50	Break
10:00-10:10	Opening Ceremony	14:50-15:20	6th Business Meeting
10:10-10:40	1st Business Meeting	15:20-15:50	Coffee Break
10:40-10:50	Break	15:50-16:20	7th Business Meeting
10:50-11:20	2nd Business Meeting	16:20-16:30	Break
11:20-11:30	Break	16:30-17:00	8th Business Meeting
11:30-12:00	3rd Business Meeting	17:00-17:10	Break
12:00-13:30	Lunch	17:10-17:40	9th Business Meeting
13:30-14:00	4th Business Meeting	17:40-17:50	Break
14:00-14:10	Break	17:50-18:20	10th Business Meeting
		18:20-19:40	Networking Reception



# Event Schedule

## Day 2 (06.17)

Time	Event
09:00-09:30	Seminar
09:30-10:10	Pitching
10:10-10:40	1st Business Meeting
10:40-10:50	Break
10:50-11:20	2nd Business Meeting
11:20-11:30	Break
11:30-12:00	3rd Business Meeting
12:00-13:30	Lunch
13:30-14:00	4th Business Meeting
14:00-14:10	Break

Time	Event
14:10-14:40	5th Business Meeting
14:40-14:50	Break
14:50-15:20	6th Business Meeting
15:20-15:50	Coffee Break
15:50-16:20	7th Business Meeting
16:20-16:30	Break
16:30-17:00	8th Business Meeting
17:00-17:10	Break
17:10-17:40	9th Business Meeting
17:40-17:50	Break
17:50-18:20	10th Business Meeting

## Day 3 (06.18)

Time	Event
10:10-10:40	1st Business Meeting
10:40-10:50	Break
10:50-11:20	2nd Business Meeting
11:20-11:30	Break

Time	Event
11:30-12:00	3rd Business Meeting
12:00-12:10	Break
12:10-12:40	4th Business Meeting
12:40-	[Connecting Event] 2025 Seoul International Book Fair



# Invitation Procedure



## Submit Form

- Fill out the **Registration Form**



## Screening / Confirmation (1st Week of May)

- After screening process, we will send **Confirmation Letter to selected companies**



## Invitation / Meeting Arrangement

- Flight ticket, Accommodation, VISA support.
- Business Meeting schedule arrangement.



## Arrival in South Korea

- Hotel Check-in



## 2025 K-Book Market in Seoul

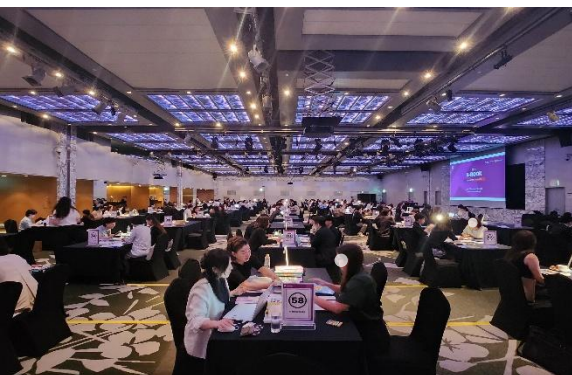
- Attending “2025 K-Book Market in Seoul”
- Attending “2025 Seoul International Book Fair”  
(Exhibition tour is on your own)

# Previous Event (2024)





# Previous Event (2023)



# Previous Event (2022)

