



Ministry of Culture, Sports
and Tourism



Publication Industry
Promotion Agency
of Korea

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	* Seminar] Korean Publishing/IP market Trends Seminar * Pitching] Book/IP Presentation of Korean Companies * 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 * Exhibition] Book Exhibition of 100 Korean Publishing Companies * Reception] Networking Reception Program * Connecting Event] 2025 Seoul International Book Fair (COEX)

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

Day 3 (06.18)

Time	Event	Time	Event
10:10-10:40	1st Business Meeting	11:30-12:00	3rd Business Meeting
10:40-10:50	Break	12:00-12:10	Break
10:50-11:20	2nd Business Meeting	12:10-12:40	4th Business Meeting
11:20-11:30	Break	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)

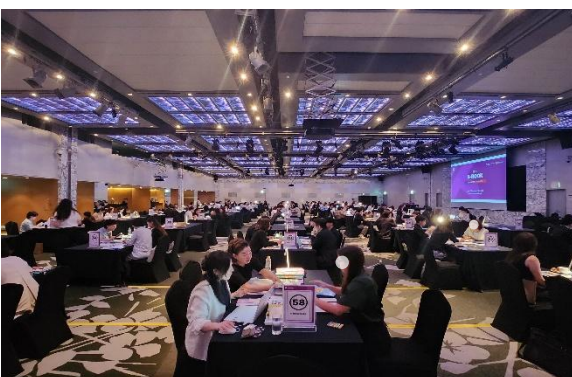


Previous Event (2024)





Previous Event (2023)





Previous Event (2022)

