

제24차 세계한상대회

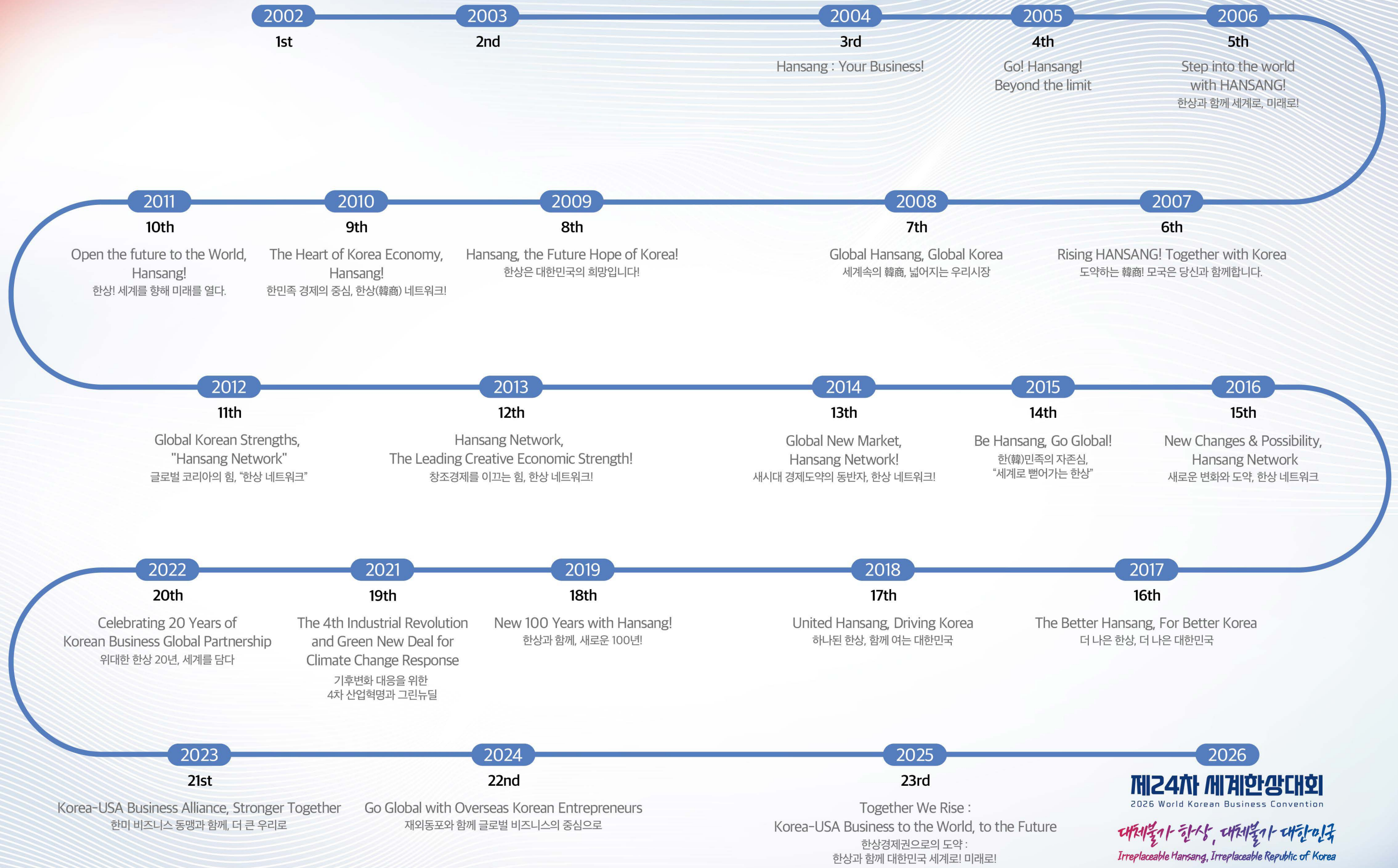
2026 World Korean Business Convention

September 28 (Mon) - 30 (Wed), 2026

Songdo Convensia, Incheon

대체불가 한상,
대체불가 대한민국

Irreplaceable Hansang, Irreplaceable Republic of Korea



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Byung-gu Hwang
Chair of the
Steering Committee



Kyung Seo Ha
Chair of the 2026
General Assembly and
Convention Chair



Kyunghyup Kim
Commissioner of
the Overseas
Koreans Agency



Chan dae Park
Mayor of Incheon
Metropolitan City



Duck Chang Yoon
Chair of the
Organizing Committee

Dear esteemed overseas and domestic Korean business leaders,

The 24th World Korean Business Convention, the largest business festival for Korean business leaders worldwide, will be held from September 28 to 30 in Incheon, a global hub city.

Since its launch in 2002, the World Korean Business Convention has brought together 968 participants from 28 countries. Today, it has grown into Korea's largest business event for the global Korean community, attracting more than 3,000 participants annually.

The 24th Convention will be the first to be led by a private-sector steering committee. It will provide a valuable platform for Korean business leaders around the world to connect, support the global expansion of promising Korean SMEs, and create tangible business opportunities.

As a global hub city poised to reach new heights on the world stage, Incheon Metropolitan City, the Convention's host city, is actively identifying and engaging outstanding Korean companies and promising startups. The city is making every effort to ensure that the Convention delivers meaningful business opportunities and benefits for Korean business leaders worldwide.

Through the Convention, participants will discover competitive Korean products and build networks with major domestic institutions and leading Korean companies worldwide, paving the way for meaningful and productive business partnerships.

As the first World Korean Business Convention organized by a private-sector steering committee, we hope this event will establish itself firmly on the global stage, extending its influence well beyond Korea. We warmly invite Korean business leaders at home and abroad to take an active interest and participate.

We look forward to welcoming you to Incheon this September. Thank you.

What Is the World Korean Business Convention?

The World Korean Business Convention is an international business forum held annually to build a global network of Korean business leaders and expand the economic reach of the Korean community worldwide. Since its launch in 2002, the Convention has served as a leading platform for business exchange and cooperation. The 24th World Korean Business Convention will be held in Incheon in 2026, further advancing its role as a global business event.

What Programs Does the World Korean Business Convention Offer?

- Networking and exchange programs designed to expand and strengthen connections among Korean business leaders worldwide, Korean companies, and relevant institutions
- Startup competitions, business exhibitions, and one-on-one business meetings that help Korean companies enter overseas markets and identify new sales channels
- Seminars featuring domestic and international partners, providing valuable insights and business information
- Programs connecting young people in the host city with overseas Korean companies, helping them build their capabilities and supporting their entry into global markets

Convention Performances (Last 3 years)

The 23rd Convention (2025) USA Gas South Convention Center		The 22nd Convention (2024) Jeonbuk, Jeonju Jeonbuk National University and Surrounding Areas		The 21st Convention (2023) USA Anaheim Convention Center (LA)	
Total	13,730	Total	20,813	Total	17,230
Industrial Exhibition Consultations	12,930	Industrial Exhibition Consultations	18,848	Industrial Exhibition Consultations	16,670
1:1 Business Meetings	627	1:1 Business Meetings	815	1:1 Business Meetings	557
Overseas Export Consultations	58	Consultations at the Jeonbuk Excellent Products Exhibition Held in conjunction with the Convention	1,150	MOUs Signed	3
MOUs Signed	115				

Chronology of World Korean Business Convention Chairs

 6th YAMAZEN GROUP CEO	 7th Korindo Group CEO	 8th Bank of Hope CEO	 9th Rainier Group of U.S.A CEO	 10th SAM MOON GROUP CEO	 11th SONETTE INC. CEO	 12th Dura Coat Products, Inc. CEO	 13th YOUNGSAN Handels GmbH CEO	 14th KMK Global Sports Group CEO
 15th KOLAO GROUP CEO	 16th GLOTEC Group of Company Chairman	 17th PG Automotive Holdings Chairman	 18th K&K Trading Chairman	 19th Korean-Chinese Entrepreneurs Association CEO	 20th Chairman of AI Kaus Overseas Trading	 21st Chairman of Hannam Chain	 22nd Chairman of Muggingwa Distribution Group	 23rd Chairman of Korea Federation of SMEs

About the 24th World Korean Business Convention

Event | 2026 World Korean Business Convention
Date | September 28 (Mon) - 30 (Wed), 2026 / 3 days
Location | Songdo Convensia and Surrounding Venues, Incheon
Participants | 3,000 Korean business leaders (1,000 from overseas and 2,000 from Korea)
Hosted by | World Korean Business Committee and Overseas Koreans Agency
Organized by | World Korean Business Committee, Overseas Koreans Agency, Maekyung Media Group, Incheon Metropolitan City, and Korea SMEs & Startups Distribution & Marketing Agency

Convention Leadership

- **Chair, World Korean Business Committee**
Byung-gu Hwang, President of the Korean American Chamber of Commerce USA (KACCUSA)
- **Chair, World Korean Business General Assembly**
Kyung Seo Ha, Chairman of CAISA Group, El Salvador
- **Chair, Organizing Committee**
Duck Chang Yoon, President of the Asia-Pacific Federation of Korean Food Importers

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Time	Sep 28 (Mon)		Sep 29 (Tue)		Sep 30 (Wed)
Participant Categories	Global Korean Week	World Korean Business Convention	Global Korean Week	World Korean Business Convention	World Korean Business Convention
07:00-09:00			NatureCell Breakfast Forum (TBC) @Premier Ballroom AB		
09:00-10:00	World Korean Week Press Briefing @116~118		Leading CEO General Meeting and Hansang Advisory Committee Meeting @110~111	Independent Event Hosted by an Economic Organization (KAGRO) @204~205	
10:00-11:00	Business Exhibition Opening Ceremony @Exhibition Hall Lobby	YBLF OT @113~114			
11:00-12:00	World Korean Business Convention Steering Committee Meeting @110~111	IR Stage Buyer Luncheon (OK BIZ participants and invited buyers) @116~118	YBLN-F Opening Ceremony and Forum @113~114		
12:00-13:00	Korean Business Leaders Networking Luncheon @115			YBLN Steering Committee Meeting @113	IR Stage Buyer Luncheon (OK BIZ participants and invited buyers) @116~118
13:00-14:00	Independent Event Hosted by an Economic Organization (U.S. Market Entry Forum, KACCLA) @TBC		Global AI Startup & VC Forum @Grand Ballroom A	World Korean Business Forum and Luncheon Hosted by Maekyung Media @Sheraton Grand Ballroom	
14:00-15:00					
15:00-16:00				Global Hansang Dream Foundation 10th Anniversary Celebration @Sheraton Grand Ballroom	YBLN General Meeting and Future Hansang Committee Meeting @113~114
16:00-17:00			World Korean Business Convention Opening Ceremony (World Korean Business General Assembly) @Exhibition Hall 4		
17:00-18:00	Joint Opening Ceremony and Korean Day Commemoration @Grand Ballroom				
18:00-19:00	Welcome Dinner Hosted by the Commissioner of the Overseas Koreans Agency @Grand Ballroom		Dinner Hosted by the Mayor of Incheon @Exhibition Hall 4		Closing Ceremony @Premier Ballroom AB
19:00-20:00			Korean Festival @Art Center		
Ongoing Programs	Overseas Korean Promotional Pavilion and Trade Show @Exhibition Hall 1~3				

*The program schedule is subject to change.

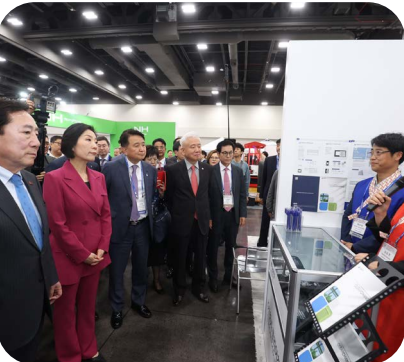
September 28 (Mon)



Joint Briefing for World Korean Week

Official opening declaration for World Korean Week, followed by a joint briefing

Participants : Representatives of host organizations and members of the press



Business Exhibition Opening Ceremony

A vibrant opening ceremony marking the beginning of global business opportunities, featuring a ribbon-cutting ceremony, visits to exhibition booths of leading SMEs, and promotion of K-products

Participants : Representatives of the host and organizing organizations



World Korean Business Convention Steering Committee Meeting

Discussion of key agenda items, establishment of an operational plan for the next Convention, and approval of the proposed host city for the 25th World Korean Business Convention

Participants : Steering Committee members



YBLN-F Opening Ceremony and Forum

Opening of the next-generation Korean business network, exchange of regional business information, a youth forum, and discussions on identifying emerging Korean business leaders and developing relevant policies

Participants : Young business leaders

September 29 (Tue)



Leading CEO General Meeting and Hansang Advisory Committee Meeting

A networking platform where leading Korean business executives share insights into global markets and present a mid- to long-term vision for the Korean business community

Participants : Leading CEOs and Korea-based CEOs



YBLN General Meeting and Future Hansang Committee Meeting

A forum where promising next-generation business leaders discuss strategies to expand future growth opportunities for the global Korean business community

Participants : Young business leaders



Global Hansang Dream Foundation Board and General Meeting

A board and general meeting to review key agenda items and discuss social contribution initiatives, including scholarship programs

Participants : Board members of the Global Hansang Dream Foundation



World Korean Business Forum Hosted by Maekyung Media

A special lecture on global economic trends, followed by a networking luncheon where leading Korean business executives from around the world share in-depth insights

Participants : Steering Committee members, leading CEOs, and OK BIZ participants



Global Hansang Dream Foundation 10th Anniversary Celebration

A commemorative event celebrating the 10th anniversary of the Global Hansang Dream Foundation, a nonprofit organization established by overseas Koreans to nurture the next generation of Korean talent

Participants : Steering Committee members, leading CEOs

September 29 (Tue)



Global AI Startup & VC Forum

A forum for promising Korean startups to present their innovative technologies and commercialization strategies to global venture capitalists

Participants : All participants



World Korean Business Convention Opening Ceremony (World Korean Business General Assembly)

A forum for direct networking and communication between Korean business leaders worldwide and Korean SMEs, featuring the announcement of the Convention's transition to private-sector leadership and its mid- to long-term vision

Participants : Overseas Korean business leaders, Korean SMEs, and others



Dinner Hosted by the Mayor of Incheon

A welcome dinner hosted by the host city to promote networking and fellowship among Korean business leaders from around the world and representatives of Korean SMEs

Participants : Overseas Korean business leaders, Korean SMEs, and others

September 30 (Wed)



Incheon Investment Promotion Briefing and Luncheon

An introduction to Incheon's investment environment and incentives for overseas Korean business leaders, followed by a networking luncheon designed to promote investment and build business partnerships

Participants : Overseas participants and invited guests



World Korean Business Convention Closing Ceremony

A farewell dinner featuring a highlight video of the three-day Convention, awards for the startup competition, the official announcement of the next host city, and the handover ceremony of the Convention flag

Participants : Overseas Korean business leaders, Korean SMEs, and others

September 28 (Mon) - 29 (Tue)



IR Stage Buyer Luncheon

A networking luncheon connecting global buyers with Korean SME representatives, providing product-matching opportunities and facilitating tangible export deals

Participants : Buyers and selected Korean companies

September 28 (Mon) - 30 (Wed)



Trade Show

An exhibition showcasing products from Korean SMEs, accompanied by 1:1 business consulting with international buyers (approximately 300 exhibition booths, 300 participating buyers)

Participants : All participants



1:1 Business Meetings

Individual business meetings connecting Korean SMEs with international buyers (approximately 300 exhibiting companies, 300 participating buyers)

Participants : All participants (pre-registered participants)

Hotel Reservation Instructions

• Hotel reservations are optional.
For your convenience, we have partnered with a third-party accommodation agency that provides hotel reservation services and it is on a first come, first served basis.



Online Hotel Reservation

<https://hansang2026.mice.link/>

Hotel Information

Discounted rates are available only through the designated accommodation agency.
Reservations may be made for stays of one night or longer.

Hotel	Stars	Room Type	Room Rate (KRW)
① Sheraton Grand Incheon Hotel	★★★★★	Deluxe Park View (King or Twin)	420,900 (Breakfast: 28,000)
② Oakwood Premier Incheon	★★★★★	1 Bedroom Superior Double	394,600 (Breakfast: 42,300)
③ Orakai Songdo Park Hotel	★★★★★	Deluxe (Double or Twin)	263,100 (Breakfast: 28,000)
④ Holiday Inn Incheon Songdo	★★★★★	Standard King	239,200 (Breakfast: 25,000)
⑤ Songdo Central Park Hotel	★★★★★	Deluxe Room	217,800 (Breakfast: 29,000)
⑥ Bridge Hotel Incheon Songdo	★★★★★	Standard Double	130,500 (Breakfast: 22,000)

* Rates include VAT only. If you wish to add breakfast, the per-person charge is listed in parentheses above.

Contact

- Accommodation Agency: MICE Link
- Tel: +82-2-6410-0244
- Email: info@micelink.com



Address Songdo Convensia, 123 Central Street, Yeonsu-gu, Incheon

Public Transportation

Departure	Route	Travel Time
Seoul Station → Songdo Convensia	Take the AREX from Seoul Station → Transfer to Incheon Subway Line 1 at Gyeonggang Station → Get off at Incheon National University Station	1 hr 50 mins
Gimpo International Airport → Songdo Convensia	Take the AREX from Gimpo Airport Station → Transfer to Incheon Subway Line 1 at Gyeonggang Station → Get off at Incheon National University Station	1 hr 30 mins
Incheon International Airport Terminal 1 → Songdo Convensia	Take Limousine Bus 6777 or 6777-1 (Boarding point: Gate 2, 1F, Terminal 1)	30 mins
Incheon International Airport Terminal 2 → Songdo Convensia	Take Limousine Bus 6777 or 6777-1 (Boarding point: Gate 17, B1 Transportation Center, Terminal 2)	55 mins

Car

Departure	Route	Travel Time
Seoul Station → Songdo Convensia	Gangnam Beltway → Seohaean Expressway → Third Gyeongin Expressway	1 hr 50 mins
Gimpo International Airport → Songdo Convensia	Seoul Metropolitan Area First Ring Expressway → Munemi-ro → Second Gyeongin Expressway	1 hr 30 mins
Incheon International Airport → Songdo Convensia	Airport Road → Second Gyeongin Expressway	55 mins

Shuttle Bus Service

Shuttle buses will operate between Incheon International Airport, designated hotels, and the Convention venue from September 28 to 30.
Detailed shuttle schedules will be announced on the homepage (www.hansang.net) in early September.

