

2025

제16회

에듀플러스워크

미래교육박람회

EDU+ WEEK

13-15 August

COEX·SEOUL

Leading Edutech Show In Korea!

The 16th 2025 EDU+Week is Korea's leading Edutech show. Networking and Knowledge sharing platform by exhibitions, international conferences, teacher training workshops, and business programs.

Key visitors are the principals and teachers of K-12. They also visit universities, kindergartens, and private institutes.

EDU+ Week is hosted by Korean principals Association. In cooperation with the Korean Ministry of Education, Ministry of Trade, Industry and Energy, Seoul Metropolitan Government, and major organizations of education.

The Korean government and the private sector are working together to apply new technologies in field of AI education and edtech.

We invite you to EDU+Week, the global test bed of evidence-based EdTech.

Event Detail 전시회 개요



Title
행사명

2025 Korea Int'l Education Week for Technologies and Contents
제 16회 2025 에듀플러스워크 미래교육박람회

Period
일자

Aug. 13 - Aug. 15 2025 | 2025년 8월 13일(수) - 8월 15일(금)

Venue
장소

Hall C, COEX Seoul | COEX C홀

Exhibitor
규모

200+ Exhibitors 15+ Countries | 15개국 200개 업체

Host
주최

Korea Association of Secondary Education Principals **EDU+ WEEK** Organising Committee

Organizer
주관

GBE KOREA SMART EDUTECH COOPERATIVE

Sponsor
후원 (예정)

Ministry of Education Ministry of Trade, Industry and Energy SEOUL METROPOLITAN GOVERNMENT SEOUL METROPOLITAN OFFICE OF EDUCATION
 Gangwon State Office of Education KBIZ Korea Federation of SMEs SMART EDUCATION SOCIETY ATC ASSOCIATION OF TEACHERS FOR COMPUTING
 Society for EdTech Korean Association of Artificial Intelligence Education Korea AI Industry Association Korea Education IT Service Cooperative

Contents 행사구성



Exhibition
전시회



Global Conference
국제 컨퍼런스



Workshop
교사 연수회



Business Programs
비즈니스 프로그램

Visitors 관람 대상



- **Principals·Teachers** : K-12 · University/College · Kindergarten
- **Officials** : Education office · Government · Institution · Association
- **Educators** : Private Institute · Academy
- **Edutech Players** : Manufacture · Distribution · Research

- 유치원·초등학교·중학교·고등학교·대학교·대학원
- 교육청·교육지원청·광역자치체·기초자치체
- 한국의 교육 유관기관·학원
- 교육기업·유통사

Exhibit Categories 전시품목



AI
AI 교육



SW coding
SW코딩교육



AR·VR
AR·VR 교육



Platform
교육 플랫폼



Equipment
교육 기자재



Content
교육 콘텐츠



Subject Curriculum
교과교육



Creative Edu
창의교육



Experiential Edu
체험학습



Teaching Materials
교육 용품

Business Programs 전시 프로그램



Eduplus Award
에듀플러스 어워드



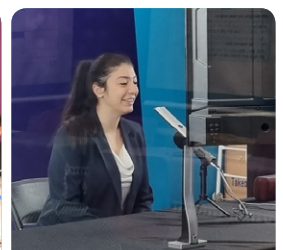
New Products Pavilion
신제품 홍보관



Business Meeting
비즈 매칭



Gala Dinner
갈라디너



IR Studio
IR 스튜디오

Summary 2024 전시 결과



행사명 Title	2024 Korea Int'l Education Week for Technologies and Contents 제 15회 2024 에듀플러스위크 미래교육박람회
일 자 Period	Aug. 8 - Aug .10 8월 8일(목) - 8월 10일(토)
장 소 Venue	A Hall, COEX Seoul COEX A홀
참가업체 Exhibitor	203 (Korea, USA, Canada, China, Turkey, France, Vietnam, Singapore, India, Hungary etc.) 15개국 203개 교육기업·기관
관람객 Visitor	27,578
연수회 Conference	33 sessions, 83 speakers, over 6,000 attendees 33세션 83명 발표자, 6천여명 참석

Statistics 결과 통계



참관객
27,578
Visitors



참가업체
203
Exhibitors



참가국가
15
Countries

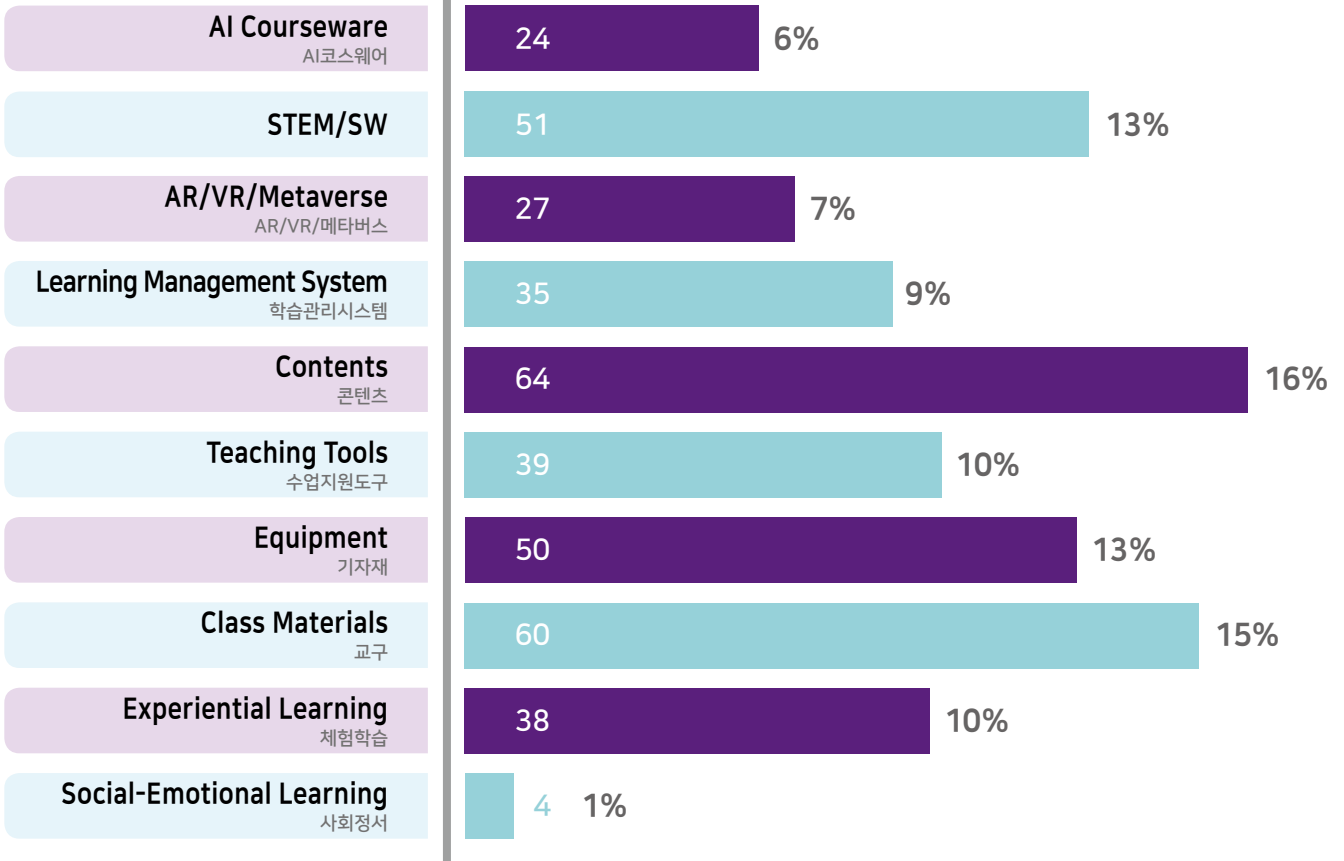


상담건수
12,140
Consultations



Exhibitor Analysis

참가업체 분석



Exhibitor List

참가업체 리스트



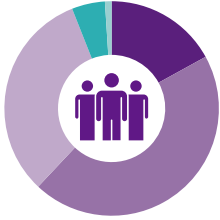
3.14, 21th General Education School of Capital City, 3D Bank, ActegyKorea, Airpass, ANA, Archijoe, Arfel, Artificial Society, Artoy, Artsoombi, ATEC, Avavision, Beezit Korea, Beyond Words, Blue Communication, Bplab, Bringvision, Butterfly Village Agricultural Corporation Company, C.WORLD, Cfactory, Chaintree, Chair Meister, Chamssaemschool, Chunjae Education, Circulus, CLASS&DO, Cocodrone, Codereach, Coding-Ground, Codnut, Combustech, ConcentEdu, Content Korea Lab Chungbuk, CoolSchool, Creacube, Creative Learning, Creative Mind, Daelimsystem, Dain Leaders, Darim System, Deungdae C&C, Dmectramdbf, Dnsoft, Dong-a Publishing, Dongwon Cns Edu, Dowaseo, E BEST, Earth Mansion, Easy Systems, EDIX, Educakorea, EducationLab, EduEnv, Edutogether, Ejnfosys, Elfactory, ENOZ, EtgiGrup, Ewontech, Exbody, Focus H&S, Formentrip, FoxEdu, Gagu Club, Gaion, Gangwon State Office of Education, GHIWell, Go Future School, Goatheaven, Gravitrax, Greenforus, G-School, H. Moss, Haesol Educational Research Institute, Hanbitechone, Hand it Back to Nature, Hankook-Crea, Hansaengyeon Life Science Education & Research, Hanvixolar, HBIT, Horang Edu, I Kong Studio, IBO, Ideate, Imagemining, Indonesia International Book Fair, Inpera, Intersect, IoTED, lotPlus, Isopa, Ispace, Itple, Jdsolution, Jeios Healthcare, Jikjigugakgi, Jinirobot, Jiphyeonjeon, Jumoneyedu, KeyFlow, Keymakers, Kidsnature, KittenBot, Knightnet, Korea Bang Jae, Korea Boardgames, Korea Body Information, Korea Digital, Korea Innovative Software, Korea Smart Edutech Cooperative, Korea Smart Edutech Cooperative Pavilion, Korea Worker's Compensation & Welfare Service, Koreaboardgames, Legendus, Life & Science, Lovdev, Madras Check, Make It Now, Maker&Coder, Makers Technology, Math Master, Maxtrading, MC Media Solution, MegastudyEdu, Melaka, Metaedusys, Metakium, MH Soft, MicroXR, Millie, Minervaedu, Mirae N, Misodle Software, Mizou, Mocom, Mozaik, Mrag, MS Korea, Msonedigital, Nanoomtech, National Research Institute of Cultural Heritage, Neo 3D Solution, Neurocle, Ngo Thoi Nhiem International School, NumeLux, Nuribom, Omax, Onple, Osunhitech, Outschool, Paintpam, Plaactical, Plang, Play to Learn, Play31, Proteus-VR, Purple Education, Pyocodingcompany, Ratnasagar Technologies, Ringle English Education Service, Road Factory, Roadwise, Robolink, Robomation, RoboRisen, Runforme, Saehacomms, Saeon, Samhoglobal, Seoul Metropolitan Office of Education, Shary, Smart Education Society, Smart Idea, Smart Touch, Smmakers, SPG Korea, Sunwoosm, Sysmate, Tbell, Teacher Line, Team Bearable, Team Elysium, Team Monolith, TeamPL100, Tebahsoft, The Better Exercise, Toonsquare, Traditional Yeonhyi-Nori Research Center, Two Block AI, Ubion, Unitcompany, Victoria Productions, Viebeon, Virnect, VisualCamp, VivaSolutions, Webkids, Wellpix, Wise On Media, WJCA, WMASSI, Woonjin Cmpass, YAP, YBM, Zeroflow, Zigle Bogle Culture and Research Institute, Zplax

Agenda 교사연수회



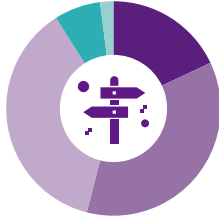
Conferences	연수회명	Conferences	연수회명
Ask Anything: AI Tutors and Personalized AI Diagnostics	무엇이든 물어보세요<AI튜터> 개인맞춤형<AI진단>	Unleash Creative Innovation, Future Music Education with AI	창의적 혁신을 품다, 시와 함께하는 미래 음악 교육
Seoul Metropolitan Office of Education [Edutech Lounge for Teachers]	서울특별시교육청 「교사를 위한 에듀테크 라운지」	Creating a Creative Classroom, How to use MiriCanvas AI with design imagination	창의적 교실 만들기, 디자인 상상력을 더한 미리캔버스 AI 활용법
Future of Education in the AI Era: 2024 Smart Education Conference	인공지능 시대의 미래교육 2024 스마트교육학회 컨퍼런스	Japanese Education Expo and Entry Strategy	일본 교육 전시회와 일본 진출 전략
The Future of AI Edutech, the Use of AI Digital Books and Future Vision	AI 에듀테크의 미래, AI 스마트북 활용 및 향후 비전	Future Computer Science Education : Korean AI Digital Textbook	교실혁명 선도교사가 바라본 AI 디지털교과서
Facing AI Digital Textbooks	AI디지털교과서를 마주하다	Innovation in Education, Add Space	교육의 혁신, 공간 더하기
High-Touch High-Tech Education Case Experienced by Science Teacher K	과학교사 K가 경험한 하이테크 하이테크 교육 사례	1% Education Environment DX Innovation Seminar'	상위 1% 교육환경 DX혁신 세미나
Cheddar's Pick! Using Edutech to teach	체더스 Pick! 에듀테크 활용하여 수업하기	Future Education with AI Courseware in Information Technology	정보교과 AI 코스웨어를 통해 바라본 미래의 교육
Education in the Age of Generative AI & The Realities of Educational AI Technology	생성형 AI시대의 교육과 교육용 AI 기술의 실제	Digital-based convergence project classes for a sustainable future	지속가능한 미래를 위한 디지털기반 융합 프로젝트 수업
Senior teachers' secret tips for innovating classroom with using edtech tools	옆반 부장님이 알려주는 AI 디지털 시대의 슬기로운 학교생활	Embracing the Future: The Role of Artificial Intelligence in IB Education	미래를 품다: IB 교육에서의 인공지능 역할
A Lab Party of Teachers' Research Society to Think about a Better Future Education	더 나은 미래교육을 고민하는 교사 연구회 Lab Party	Case studies of English classes using AI Courseware & Suggestion for proper English education	AI 코스웨어를 활용한 영어 수업 사례와 올바른 영어교육의 길 제시
Enhancing English Learning with AI Technology: Classroom Exemplars	영어교과 AI 코스웨어 활용 우수 수업사례 토크쇼	A Guide to Employment and Industrial Accident Insurance Benefits for After-School Teachers	방과후학교 선생님을 위한 고용·산재보험 혜택 가이드
In the age of digital transformation, where AI is headed and what it can actually do for schools	디지털 대전환 시대 AI를 활용한 학교 수업의 방향성과 실제	The treasure of 100 project coaching sessions that we've met in 10 years	10년 동안 만난 100회의 프로젝트 코칭 속 보물
What the Teacher Says in the Classroom in the Age of AI Digital Education	교사가 말하는 AI디지털 교육 시대 교실의 모습	A fun math class, A comfortable calculation	재미있는 수학 시간, 편안한 연산
Comparative of Edu-Tech in the Korean language department and presentation of various teaching models	AI 에듀테크 활용 국어과 수업 모델 및 제품 소개	The real change that students make and what the future school looks like	학생이 만드는 진짜 변화 그리고 미래 학교의 모습
Case studies of English classes using AI Courseware & Suggestion for proper English education	AI 코스웨어를 활용한 영어 수업 사례와 올바른 영어교육의 길 제시	It's the method, Stupid!	It's the method, Stupid!
Sharing examples of using Three people, Three colors "da hand in" classrooms	3인 3색 다했니 사용 교실사례 나눔	Innovation in Education, Add Space	교육의 혁신, 공간 더하기

Satisfaction Survey 만족도 조사 결과



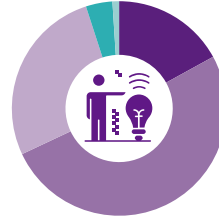
Total Visitors
전체 참관객 수

17% ■ Very Satisfied 매우 만족
45% ■ Satisfied 만족
32% ■ Neutral 보통
5% ■ Dissatisfied 불만
1% ■ Very Dissatisfied 아주 불만



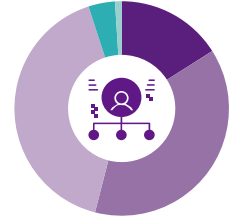
Company Booth Visitors
자사 부스 방문객 수

18% ■ Very Satisfied 매우 만족
36% ■ Satisfied 만족
37% ■ Neutral 보통
7% ■ Dissatisfied 불만
2% ■ Very Dissatisfied 아주 불만



Attendee Quality Level
참관객 질적 수준

17% ■ Very Satisfied 매우 만족
51% ■ Satisfied 만족
27% ■ Neutral 보통
4% ■ Dissatisfied 불만
1% ■ Very Dissatisfied 아주 불만



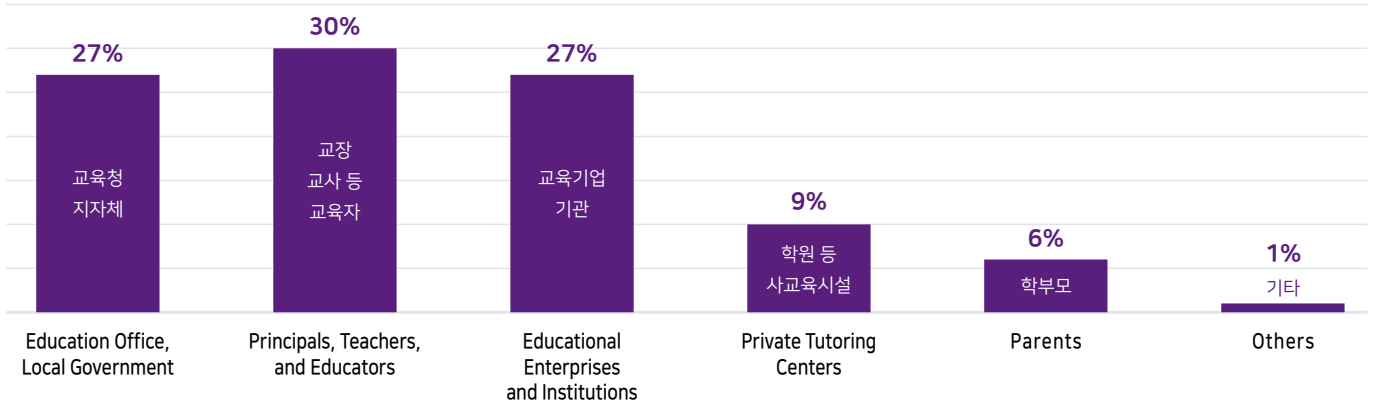
Conference Conduct Level
연수회 진행 수준

16% ■ Very Satisfied 매우 만족
38% ■ Satisfied 만족
41% ■ Neutral 보통
4% ■ Dissatisfied 불만
1% ■ Very Dissatisfied 아주 불만

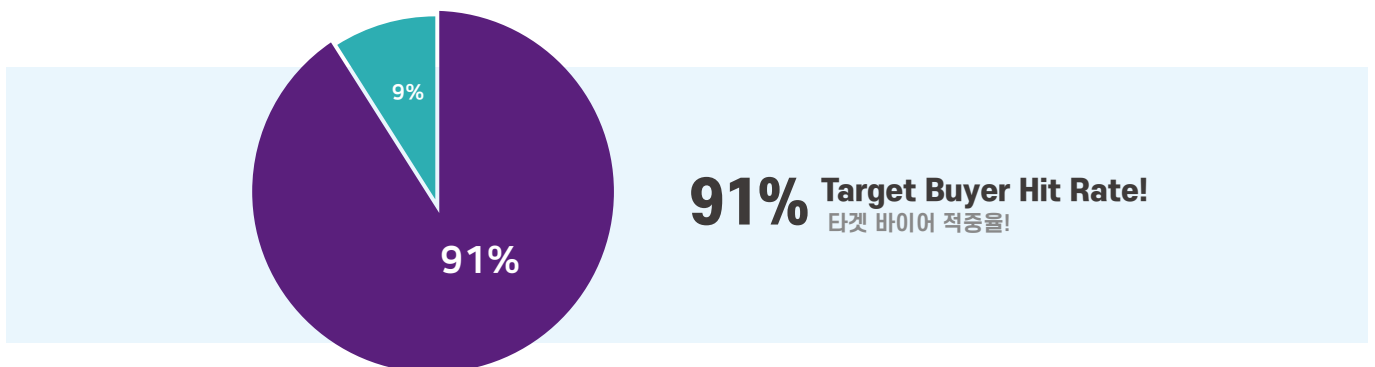
Performance Survey 전시회 성과 조사



Target Buyer 타겟 바이어층



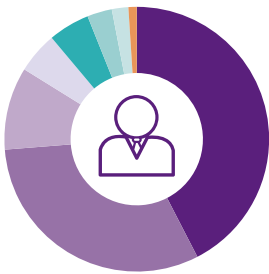
Success of Target Buyer Meetings 타겟 바이어 미팅 성사 여부



Visitor Analysis 관람객 분석

- School Personnel 42%
- Education Professional 31%
- Education Manufacturer 10%
- Government Official 5%
- Other 5%
- Private Institution 3%
- After-School Instructor 2%
- Distributor 1%
- CEO 18%
- Executive Level 6%
- General Manager/Team Leader 7%
- Department Manager 10%
- Staff,/Assistant 59%
- Future Education 38%
- Subject Education 18%
- Educational Equipment 11%
- Creative Education 10%
- Educational Supplies 8%
- Experiential Learning 8%
- After-School Education 4%
- Other 2%
- Educational Experience 47%
- Market Research 22%
- Seminar/Side Event 10%
- Business Partner Search 10%
- Purchase and Consultation 5%
- Other 4%
- Future Exhibition Consideration 2%

Occupation



직업

- 교직원 42%
- 교육관련 업무 종사자 31%
- 교육제조사 10%
- 공무원 5%
- 기타 5%
- 사교육시설운영자 3%
- 방과후 강사 2%
- 유통업 1%

Position



직위

- 대표이사 18%
- 임원급 6%
- 차장/부장/팀장 7%
- 대리/과장 10%
- 사원/주임 59%

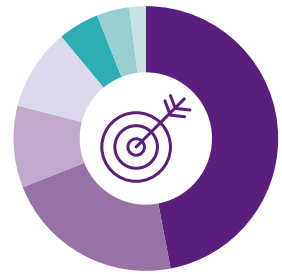
Interest



관심분야

- 미래교육 38%
- 교과교육 18%
- 교육기자재 11%
- 창의교육 10%
- 교육용품 8%
- 체험교육 8%
- 방과후교육 4%
- 기타 2%

Purpose



관람목적

- 교육체험 47%
- 시장조사 22%
- 세미나/부대행사 참여 10%
- 비즈니스 파트너 탐색 10%
- 제품구매 및 상담 5%
- 기타 4%
- 차기 전시 검토 2%

Visitors Marketing 참관객 마케팅



Web Portal

구글 배너 광고,
네이버 파워링크



Online Media

홈페이지, 블로그,
뉴스레터



SNS Channel

인스타그램,
카카오톡, 유튜브



Media

라디오, 신문,
방송뉴스



Target Promotion

초청장 발송,
공문 발송



Educational Curriculum

교육 커리큘럼
정보 제공



Hall Layout 부스배치도



Early Booking Benefit 참가신청 안내



Early Rate | Until December 2024

조기신청 | 2024년 12월 말까지 *특별 할인가 제공

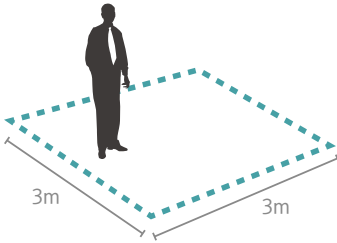
Regular Rate | From January 2025

일반신청 | 2025년 1월부터 *선착순 마감

Booth Type 부스 종류



Raw Space 독립부스 (3 x 3m)



USD 3,000 (incl. vat)	3,000,000원 (VAT 별도)
Space only provided	전시면적만 제공
Responsible for all booth construction.	참가업체가 일체의 부스공사를 직접 진행 (최소 2부스 이상 신청)

Shell Scheme Space 조립부스 (3 x 3 x 2.4m(H))



USD 3,300 (incl. vat)	3,400,000원 (VAT 별도)
Space + Basic Booth (3m x 3m, 2.5m height)	전시면적 + 조립식 기본부스
Includes: Fascia board, 1KW Electricity (1 outlet with 2 sockets), Lighting, Pytex Flooring, Information Desk and Chair (1 set per company)	기본부스(부스벽체, 가로x세로 3m, 높이 2.5m) 상호간판, 전기 1KW(콘센트 2구 1개), 조명, 파이텍스, 안내데스크 및 의자 (업체당 1조)

Global Showcase 글로벌 쇼케이스 (1 x 2 x 3.5m(H))



USD 1000(incl. vat)	
Space + Networking Booth (1m x 2m, 3.5m height)	
Includes: Fascia board, 1KW Electricity (1 outlet with 2 sockets), Information Desk and Chair (1 set per company)	

※ The booth layout is subject to change depending on the organizer's circumstances.
※ 상기 부스 이미지는 주최측 상황에 따라 일부 변경될 수 있습니다.

Contact Us 접수처



기술 열정 사랑을 교육에 더하다

Infusing Technology, Passion, and Love into Education

The 2025 EDU+Week brings together the latest in educational technology, offering a platform for global collaboration and new possibilities in learning.

Attendees will experience cutting-edge content, from EdTech to AI and VR, while connecting with educators and companies from around the world to explore the latest products and trends in education.

With global conference sessions, business meetings, and practical insights for educators, this expo offers valuable tools to enhance the future of education.

Join us on this exciting journey to shape the future of education together!



2025 16th
EDU+
WEEK
에듀플러스위크
미래교육박람회