



보건복지부  
Ministry of Health and Welfare

**KHIDI**  
Korea Health Industry  
Development Institute

**MEDICAL**  
**2026 KOREA**

The 16<sup>th</sup> Global Healthcare & Medical Tourism Conference

# MEDICAL KOREA 2026

**AI-Powered Global Healthcare:  
Bringing the Future and the World Closer**

**March 19<sup>th</sup>(Thu) ~ 22<sup>nd</sup>(Sun), 2026**

ASEM Ballroom, Conference Room(North, 2F),  
Grand Ballroom(North, 1F), **Seoul COEX**

Hosted by  Ministry of Health  
and Welfare

Organized by **KHIDI** Korea Health Industry  
Development Institute



**Country Pavilion  
Exhibition Guide**

Medical Korea 2026 is an international conference established in 2010 and celebrates its 16th anniversary this year. It is a representative global platform that supports sustained growth and development in the global healthcare and medical tourism industry.

This year, under the theme "AI-Driven Global Healthcare: Bringing the Future and the World Closer," Under this theme, the conference explores the vision and emerging possibilities of future healthcare in the context of the expanding adoption of AI-based technologies.

The conference features sessions with global opinion leaders, business meetings aimed at attracting international patients and expanding overseas medical services, medical institution FAM tours, as well as exhibition Pavilion.

Through these diverse programs, the event provides extensive information and practical networking opportunities for participants.

The **Country Pavilion** provides opportunities to enter the Korean healthcare market and as a partner, and is a platform that goes beyond simple B2B promotion to generate tangible business results.

Through this platform, we aim to expand global partnerships with Korean healthcare industry-related organizations and companies and generate tangible business results.

We cordially invite you to join the Country Pavilion to expand your global footprint and lead the next frontier of healthcare innovation.

## 1. Overview

<b>Title</b>	Medical Korea 2026 – The 16 <sup>th</sup> Global Healthcare & Medical Tourism Conference
<b>Date</b>	March 19 <sup>th</sup> (Thu) ~ 22 <sup>nd</sup> (Sun), 2026
<b>Venue</b>	ASEM Ballroom, Conference Room(North, 2F), Grand Ballroom(North, 1F), Seoul COEX, Westin Seoul Parnas
<b>Theme</b>	AI-Driven Global Healthcare: Bringing the Future and the World Closer
<b>Hosted by</b>	Ministry of Health and Welfare
<b>Organized by</b>	Korea Health Industry Development Institute
<b>Program</b>	Opening Ceremony, Conference Session, Exhibition, FAM Tours, Business Meeting, Medical Korea Gala Dinner, Global Medical Advertising Awards Ceremony etc.
<b>Website</b>	<a href="http://www.mkconf.org">www.mkconf.org</a>

## 2. Exhibition Participation Guidelines

### Medical Korea 2026 Secretariat Office

187, Osongsaengmyeong 2-ro, Osong-eup, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do, Republic of Korea

Web: [www.mkconf.org](http://www.mkconf.org) / E-mail : [mkconf2026@gmail.com](mailto:mkconf2026@gmail.com)

☐ Exhibition Overview

<b>Title</b>	Medical Korea 2026 - Exhibition * Held in conjunction with KIMES 2026 (Korea International Medical & Hospitality Equipment Show)
<b>Date</b>	March 19 <sup>th</sup> (Thu) ~ 22 <sup>nd</sup> (Sun), 2026
<b>Venue</b>	Grand Ballroom(North, 1F), Seoul COEX
<b>Exhibition Composition</b>	<b>Country Pavilion</b> , K-Medical Services Pavilion, Medical Korea Pavilion

☐ Exhibition Composition

- **Country Pavilion:** An international collaboration hub where governments, public institutions, and medical tourism organizations showcase national healthcare services and explore strategic global partnerships.
- **K-Medical Services Pavilion:** A premier exhibition space for leading medical institutions and agencies to present advanced healthcare services and technological excellence to a global audience.
- **Medical Korea Pavilion:** A dedicated platform introducing the Medical Korea brand and promoting policies and support programs aimed at facilitating international patient attraction.

☐ Participant Notice: Country Pavilion

- Eligible Participants: International entities in healthcare and related sectors seeking collaboration with Korea.
  - Medical institutions and medical tourism agencies
  - Government health authorities and medical tourism promotion agencies
  - Medical tourism associations and related organizations
  - Other entities recognized by the organizer as aligned with the pavilion's objectives

**Medical Korea 2026 Secretariat Office**


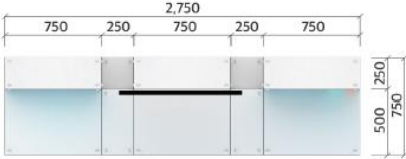
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- Application Period: January 29<sup>th</sup> (Thu) ~ February 20<sup>th</sup> (Fri), 2026 6:00 PM
- Booth Availability: Approximately 10 booths
- Application Method: Submission of two required documents via email

**bast3306@khidi.or.kr**

- Participation Application Form
- Consent Form for Collection and Use of Personal Information

☐ Booth Design and Standard Booth Provisions

Booth Design	Standard Booth Provisions
<p>* Booth Specifications : 2.75m x 0.75m x H3m</p> 	<ul style="list-style-type: none"> <li>- Desk (2.75m x 0.5m x H1m) : 1ea</li> </ul>  <ul style="list-style-type: none"> <li>- Monitor (43inch): 1ea</li> <li>- Lighting(HQL): 2ea</li> <li>- 2-Outlet Power : 1ea</li> <li>- National Flag Graphics: 1ea</li> <li>- Logo Sheet: 1ea</li> </ul>

\* Note: The booth design and provided items are subject to change depending on the circumstances of the Secretariat.

○ Exhibitor Support & Participation Guidelines

- Booth Rental Fee: Free
- Standard Furnishings: One consultation table and chairs per participating organization within the booth

\* Costs for booth interior design, promotional materials, support staff, and travel expenses are to be borne by the participating organization

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#### ☐ Booth Selection Criteria

- Evaluation: Participating organizations will be selected based on a review of submitted documents, considering their alignment with the Medical Korea 2026 theme and the objectives of the Country Pavilion
- Notification: Final selected participants will be individually notified within 1 weeks following the application deadline.

\* Due to limited space, if the number of applicants exceeds the booth capacity, the final selection will be made based on internal selection criteria.

#### ☐ Booth Allocation Policy

- Characteristics of exhibition content, including national health/medical policies and cooperation outcomes
  - Visibility and communication effectiveness of each country's promotional message
  - Overall balance of the exhibition layout
  - Safety and operational conditions
- ※ Booth locations are assigned collectively by the organizer, and the final floor plan will be announced separately before the event
- ※ All details are subject to change depending on the circumstances of the organizer.

#### ☐ Inquiries

- Semun Oh, Researcher / Tel : +82-43-713-8922 / Email : [bast3306@khidi.or.kr](mailto:bast3306@khidi.or.kr)
- Yuri Kim, Assistant Manager / Tel : +82-2-6215-0254 / Email : [mkconf2026@gmail.com](mailto:mkconf2026@gmail.com)

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### 3. Exhibition Layout

#### Exhibition Layout



#### Country Pavilion Layout



\* The exhibition layout and details may be subject to change depending on the circumstances of the Secretariat.\*

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