



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



**K-Medical Services  
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 **K-Medical Service Pavilion** is designed as an integrated promotional space that organically embodies Korea's national medical capabilities, the competitive edge of K-medical services, and the core values of the Medical Korea brand. It effectively communicates the strengths and future vision of Korean healthcare to the international stage, while fostering global partnerships and driving tangible business outcomes.

We cordially invite your interest and active participation in the Medical Korea Pavilion

## 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>

### 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)

## 2. Exhibition Participation Guidelines

### ☐ 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>K-Medical Services Pavilion</b> , Country Pavilion, Medical Korea Pavilion

### ☐ Exhibition Composition

- **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.
- **Country Pavilion:** An international collaboration hub where governments, public institutions, and medical tourism organizations showcase national healthcare services and explore strategic global partnerships.
- **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: K-Medical Services Pavilion

- Eligible Participants: Domestic medical institutions and facilitators authorized to attract international patients, and related healthcare industry entities
- Medical Institutions & Hospitals with international patient attraction capabilities
- Local Governments promoting medical tourism and international patient attraction
- Public Agencies & Associations supporting medical tourism and healthcare sectors

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- Industry Enterprises specialized in medical tourism, healthcare, and patient support
- Service Providers engaged in global networking and overseas marketing
- Other Entities approved by the organizer as aligned with the K-Medical Service Pavilion's objectives

- Application Period: January 30<sup>th</sup> (Thu) ~ February 20<sup>th</sup> (Fri), 2026 6:00 PM
- Booth Availability: Approximately 15 booths
- Application Method: Submission of three required documents via email **bast3306@khidi.or.kr**

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

\* If applicable: Additional submission of 'Certificate of Registration for Attracting International Patients'

☐ Booth Design and Standard Booth Provisions

Booth Design	Standard Booth Provisions
<p>* Booth Specifications : 3m x 3m x H2.5m</p> 	<ul style="list-style-type: none"> <li>- Pytex (3m x 3m): 1ea</li> <li>- Information (1m x 0.5m x H0.75): 1ea</li> <li>- Chair: 1ea</li> <li>- Spotlight (LED 8W): 5ea</li> <li>- 2-Outlet Power : 1ea</li> <li>- Fabric (2 types)               <ul style="list-style-type: none"> <li>- 2.93m x 0.3m: 1ea</li> <li>- 0.45m x 2.5m: 2ea</li> </ul> </li> </ul>

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

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○ Costs for custom booth construction(Space-only) shall be borne by the exhibitor.

○ 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

\* Any costs incurred for custom booth construction (raw space) shall be borne by the exhibitor.

☐ 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 K-Medical Service Pavilion eligibility, representativeness of Korean healthcare, and registration status for attracting international patients.

- Priority: Organizations operating medical service experience programs for visitors (e.g., digital healthcare demonstrations, simple medical consultations, etc.)

- Notification: Final selected participants will be individually notified within 1 week 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

○ Priority allocation for experience-oriented booths

○ Field of expertise and nature of services

○ Connectivity to international patient attraction and overseas expansion

○ Overall balance of the exhibition layout

○ Safety and operational conditions

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※ 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

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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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