

## PRESS RELEASE

# PROMOSALONS KOREA TO CO-ORGANIZE NEXT EDITIONS OF JEC KOREA

**Paris, January 26, 2021 – JEC Group and Promosalons Korea signed a historical partnership for JEC Korea, as from now on the Promosalons Korea team will take over the JEC Korea event organization and other aspects surrounding the composites industry in Korea. JEC Group will remain in charge of international promotion and all content creation including speaker and jury recruitments for conferences and other competitions during the events.**

The relationship between Promosalons Korea started in 2010 with the first edition of JEC Asia that was organized in Singapore at that time. JEC Asia was the event dedicated to the APAC Composites community leaders to promote the composites industry locally. The event brought a large audience of Korean industry professionals and consequently, the event then was moved to Seoul.

Over the years, Promosalons Korea has built close relationships and proximity with different government bodies and local officials like KCTECH (Korea Institute of Carbon Convergence Technology), KITA (Korea International Trade Association), Seoul Metropolitan, AKEI (Association of Korea Exhibition Industry), and KOTRA (Kotra Trade Promotion Agency). These partnerships have thus contributed to a series of successful events. They were also propelled by the rising interest in the composites industry from the government, the Korean industry at large, and research institutes. Promosalons Korea through these events also brought large companies involved in the composites industry like Hyosung, Kolon, Hankuk Carbon to say the least. The success of JEC events wouldn't be possible without the constant involvement and dedication of Promosalons Korea's teams.

*“The strong relationship that binds our two organizations is the key to a successful future of our events in Korea. Promosalons Korea represents the backbone of our presence in Asia Pacific and they contribute strongly to the promotion and raising awareness throughout the continent of the composites industry. We are proud of our partnership and we look forward to a fruitful collaboration in the future”,* says Christian Strassburger, JEC Group Asia Pacific Director.

*“Promosalons will endeavor to make JEC KOREA 2021 the most important event representing the composites industry in the Asia Pacific region based on our promotion know-how for more than 50 years and worldwide network, and cooperation with JEC Group and major Korean partners. We hope that the composites industry in Asia Pacific region will be able to overcome the threat of COVID-19 and prepare for the future after the pandemic through JEC KOREA”,* says Sun-Eui Kim, Director of PROMOSALONS Korea.

[www.jec-korea.events](http://www.jec-korea.events)



**About JEC Group**

JEC Group is the world's leading company dedicated entirely to the development of information and business connections channels and platforms supporting the growth and promotion of the composite materials industry. Publisher of the JEC Composites Magazine - the industry's reference magazine, JEC Group drives global innovation programs and organizes several events in the world, including JEC World (the foremost and world-leading international exhibition dedicated to composite materials and their applications), which takes place every year in Paris.

[www.jeccomposites.com](http://www.jeccomposites.com)

**About Promosalons**

Founded in 1967, Promosalons is a non-profit network – the only one of its kind in the world – dedicated exclusively to promoting French trade shows internationally. Promosalons' bicultural teams offer French trade show organizers expertise in international promotion and specialist knowledge of foreign markets. With 55 offices in 120 countries, the network contributes to the growth and success of French trade shows by promoting and marketing them internationally. Promosalons represents 15 of the top 20 French trade shows in terms of visitor numbers in 20 industry sectors and accounts for 70% of international visitors to French trade shows.

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