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1. History of KOTRA

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1-1. Contribution to Korea’s Development

- **1960's**: Establishment of KOTRA
- **1970's**: Miracle of Han River
- **1980's**: Began to Promote FDI
- **1990's**: Global Financial Crisis
- **2000's**: Trade Protectionism
- **2010's**: World’s 9th largest in trade, 11th largest in GDP

*Source: World Bank*
1-2. Changes in KOTRA's Role

1970's / 1980's
Diversification of Export Market
- Trade-related Information
- Incubating, Consulting, Logistics

2000's
Supporting Business Globalization
- Support for Overseas Expansion
- G2G & Defense Article Trade

2015-
Preparing for Future Business
- Economic Diplomacy
- Global Think Tank

1960's
Create Export Base
- Trade Promotion: B2B Matching
- Exhibition & Convention

1990's
Lead the Overcoming Financial Crisis
- FDI Promotion and Attraction
- One-Stop Service for Foreign Investors

2010's
Overcoming a Crisis and New Role
- Global Partnering
- Co-Prosperity (CSR, KSP)
1-3. New Challenge for KOTRA

How and What KOTRA is Preparing for the Future?
2. Introduction of KOTRA

2.1 KOTRA’s Vision and Mission

2.2 KOTRA’s Global Network

2.3 KOTRA Business Portfolio
2-1. KOTRA’s Vision and Mission

**Mission**
Contribute to National Economy through Global Business Support

**Vision**
A Top-Class Trade and Investment Promotion Organization

**Core Values**
- Global
- Customer & On-Site
- Contribution & Responsibility
- Innovation & Openness

**Business Goal**
Support Korea’s Trade Volume to Exceed US$ 1 Trillion and Attract FDI Inflow of US$ 22 Billion
2-2. KOTRA’s Global Network

Located worldwide

10 local head offices,
129 Korea Business Centers (KBCs) in 84 countries

Your partner in global business

900 Global Experts,
250 Export Specialists,
and 20 Think Tanks
2-3. KOTRA Business Portfolio

KOTRA = Global Economic Engine of Korea

- Basic Overseas Marketing
- Building Up Global Competence
- Overseas Business Information
- Tailor-made Customer Support
- Supporting Overseas Expansion
- Attracting Strategic Investment
3. KOTRA Business Portfolio

3.1 Basic Overseas Marketing
3.2 Tailor-made Customer Support
3.3 Building Up Global Competence
3.4 Supporting Overseas Expansion
3.5 Overseas Business Information
3.6 Attracting Strategic Investment
3-1. Basic Overseas Marketing

Sales Meetings with Foreign Buyers

Meeting Arrangement between Buyers-Korean Companies
- Invite foreign buyers who are willing to make deals to Korea
- Introduce Korean companies that manufacture compatible products

Participation in International Exhibition as Korean Pavilions
- Korean companies can save entry fees and maximize promotion effects

Dispatch of Export Delegations to Potential Markets
3-1. Basic Overseas Marketing

Giving Solutions for Difficulties in Export

Offering of Free Trade Consulting Service
- KOTRA’s export specialists make visit to local SMEs in order to counsel on their difficulties in export and overseas direct investment
- Help Korean companies that are having conflicts of intellectual properties with other entities

Supporting SMEs to Hire Employees for Overseas Business

Organizing Online Video Meetings with Foreign Buyers
- Use KOTRA’s B2B E-marketplace, Buy Korea, as an efficient business meeting tool to save cost and time for business trips
Differentiation by Global Competence Level

- Provide different marketing services based on the global competence level of customers
- Continuous services to promote the growth of the companies towards the highest level

Initiation of Exports for Domestic Companies

- Support SMEs with no export experiences to sell their products overseas through in-depth support of KOTRA’s export specialists
3-2. Tailor-made Customer Support

Customized Support Service for SMEs

- **Overseas Branch Office Service for Promising Companies**
  - KOTRA’s offices abroad provide in-depth support for SMEs in overall process of trading

- **World Champs & World-class Products for Promising Companies**
  - Offer customized consulting service to enterprises to nurture them as global companies
  - Give official certificate of ‘World-class Product’ to top 5 products in the world market in order to prove their high quality

- **Joint Logistics Centers for Every Level**
  - Run 22 joint overseas warehouses in order to support distribution business of SMEs
3-3. Building Up Global Competence

(Automobile & Shipbuilding) Partnership with Global Companies

Introducing Korean Vendors to Global Companies

- Analyze Global Value Chain (GVC) of various industries, especially automobile and shipbuilding, to capture business opportunities for Korean vendors
- Build a database of 6,000 Korean manufacturing companies in 10 different industry fields in order to arrange meetings efficiently

R&D Support for SMEs to Meet the Needs of Global Companies

Global Companies Participating in Global Partnering

- (auto) Mercedes Benz, Volvo, Ford, Jaguar Land Rover, Hitachi, etc.
- (ship) Babcock, Imabari Shipbuilding, Huanpu Shipbuilding, etc.
- (pharma) BASF, Pentapharm, Johnson&Johnson, etc.
3-3. Building Up Global Competence

(Service & Contents) New Strategies Using Korean Wave

Creating Hit Items on E-Commerce Platforms
- Host promotion events for Korean sellers on big online shopping mall, such as Amazon, Qoo10 and Lazada.

Connecting Korean Wave with Manufacturing & Service Industry
- Hold business plazas with K-Pop performances and exhibitions for Korean Wave related consumer goods
- Promote Korean products using Product Placement Advertisement (PPL) in TV programs

Overseas Joint Production of Films and Support for Exporting Character Goods
3-3. Building Up Global Competence

Preparing for 4th Industrial Revolution

Finding Business Opportunities related to the 4th Industrial Revolution
- Operate a think tank in order to monitor and analyze global market
- case study of leading countries, establish long-term strategies, in-depth study of recent trends

Concentrated support on 9 promising fields including IoT, AI, VR, Fintech, robots, etc.
- Export extension in high-end products by convergence business events
- Operate all-time helpdesk for Korean SMEs in the field of ICT
3-4. Supporting Overseas Expansion

Securing New Markets for Future Export

- Support Overall Process of Overseas Direct Investment
  - Run 10 ODI support centers in major countries in order to help Korean SMEs that are doing business abroad to 1) hire local employees and to 2) meet the needs of local consumers
  - Introduce promising M&A deals to Korean companies and assist their financing by cooperation with financial institutes

- Raise Global Talents and Start-ups to Go Abroad
  - Host job fairs by inviting recruiters from all over the world and arrange job interviews with compatible Korean job seekers
  - Introduce Korean start-ups to global venture capital in order to attract investment
3-4. Supporting Overseas Expansion

Support in Higher Value-added Business

- **Overseas Construction Projects in New and Renewable Energy Field at Middle East and Southeast Asia**
  - Introduce low-risk projects owned by multilateral development banks to domestic builders

- **Supporting Overall Export Process of Defense Materials between Governments**

- **Supporting Public Procurement Contracts with Country-specific Strategies**
  - Target government procurement market of emerging regions, such as East Europe and CIS
  - Arrange business meetings with international organizations, which are willing to be supplied from Korean companies
3-5. Overseas Business Information

Business-oriented Market Research

Spreading Overseas Market Information by Papers and Presentation
- Share recent trends of specific markets and industries in order to capture opportunities of export
- Establish marketing strategies that Korean SMEs can apply in order to do business successfully in other countries

Updates of Overall Information about 86 Major Countries Annually
- Contain information about economic, sociopolitical, cultural environments as well as business environment

Sharing Business Information through Online Platforms (Naver, Kakao)
Economic Cooperation with Developing Nations

Economic Delegation ("Team Korea") Accompanied with Summit Meetings

Strengthening Economic Relations with Developing Nations
- Share South Korea’s Know-how of Rapid Economic Development
- Help developing nations to raise their own global competence through projects like One Village One Product (OVOP).

Corporate Social Responsibility (CSR) Activities
- such as, donation of idle equipment and running technology school
3-6. Attracting Strategic Investment

FDI Promotion in Growing Industries

- Promoting Foreign Direct Investment (FDI) to Develop Growing Industries
  - such as, contents, bio health, new energy, autonomous vehicles, and etc.
  - Promote South Korea’s favorable investment environment and introduce major projects in Free Economic Zones (FEZs)

- Inviting Foreign Investors to Network with High-tech Companies
  - Offer in-depth support for foreign investors including 1) consulting service on location and incentives, 2) accompanying to factory inspection visit, and 3) informing about investment regulations.
3-6. Attracting Strategic Investment

Takeoff as Global FDI Platform

- Systematic Management of FDI Inflow to Korea
  - Create a database of promising Korean projects that need funding and FDI amount of completed projects

- Improving Investment Environment Using Investors’ Feedback
  - Handle with difficulties that foreign invested companies face and reflect their opinions

- Promoting Foreign Invested Companies to Increase the Amount of the Investment in Promising Fields
THANK YOU