

Global Business Platform KOTRA

World Trade Promotion



Global Business Partnership



Economic and Trade Cooperation



Investment Support



Global HR Partner



Global Business Platform

Korea Trade-Investment Promotion Agency

www.kotra.or.kr

Global Business Platform

kotra



13 Heolleung-ro, Seocho-gu, Seoul, Republic of Korea
T.82-2-1600-7119, 82-2-3460-7114 F.82-2-3460-7777

KOREA Be Inspired

- Official Country Name: Republic of Korea
- Capital: Seoul
- Area: 100,378 km² (109th in the world)
- Population: 51.7 million (2021)
- Climate: Continental climate with four distinct seasons
- Time zone: GMT+9
- Political system: Democratic Republic (presidential)
- GDP (nominal): USD 1.81 trillion (2021)
- Per capita Income (nominal): USD 34,984 (2021)
- Foreign Reserves: USD 463.1 billion (2021)
- Trade Volume: USD 1.26 trillion (2021)
- Currency: KRW (Korean won)

Contents

- 2 Introduction
- 4 CEO's Message
- 6 KOTRA's Vision
- 7 Brief History of KOTRA
- 8 Partner with KOTRA
- 10 Global Network
- 12 World Trade Promotion
- 16 Global Business Partnership
- 18 Economic and Trade Cooperation
- 20 Foreign Investment Attraction Support
- 24 Global HR Partner
- 26 A Better Future, A Better Society

Welcome to Korea,
with its expansive free trade network of 58 countries

(February 2022)

Thanks to its vast FTA network including the U.S., China and the European Union, you can access 77% of the global economy through Korea.

Korea has become the world's 10th largest country in terms of GDP and 8th largest in trade with an annual trade volume exceeding 1 trillion USD in 2021.

The Korea Trade-Investment Promotion Agency (KOTRA) is Korea's governmental trade and foreign investment promotion agency.

With 128 offices located in 83 countries around the world, KOTRA serves as a global business platform tailored to meet the needs of foreign buyers, investors and Korean entrepreneurs alike.

CEO Message



Greetings from KOTRA

It is my greatest pleasure to welcome you to the Korea Trade-Investment Promotion Agency.

“When life gives you lemons, make lemonade” is a proverbial phrase that resonates with South Korea’s history of turning crises into opportunities. Most notably, the country’s resilience and remarkable recovery during the global financial crisis reflects our ability to recognize opportunities in the global market.

KOTRA has always been at the forefront of innovation, acting as a platform for expanding business activities between companies at home and abroad. We’ve also been a pioneer in multilateral economic cooperation, discovering global partnerships and international investment opportunities.

Life as we know it has been disrupted by the COVID-19 pandemic, forcing us to adapt to new ways of living life and doing business. Furthermore, digital transformation, the restructuring of global value chains (GVC), carbon neutrality goals, and shifting trade policies are ushering in an era of reform.

KOTRA believes it is crucial now more than ever to uphold mutually beneficial partnerships during these times of change.

In order to thrive in the ever-changing global business landscape, we are committed to the following three key missions:

First of all, we will concentrate our company-wide capabilities on digital transformation to contribute to the expansion of international trade and to enhance your trade experience with Korea.

Second, we will drive cooperation in the global manufacturing sector and R&D. Such open innovation is emerging as a new trend due to GVC restructuring. KOTRA will help overseas companies cooperate with Korean partners so they can utilize South Korea as a GVC hub based on its excellent manufacturing infrastructure and abundant R&D talent.

Lastly, we will engage all of our 128 overseas offices to strengthen our flexibility and fluidity so we can quickly acclimate to the new environment induced by carbon neutrality and digital transformation, and adapt to new trade policies introduced by our trade partners.

We consider you our partner and friend. KOTRA looks forward to your continued support and guidance.

Thank you.

YU Jeoung Yeol
President & CEO of KOTRA

KOTRA At A Glance

Vision

Global Business Platform

KOTRA's Core Values & Commitments to Clients



Global

Be Global

- 1) We support the globalization of SMEs, industries, and people.
- 2) We aim to become a world-class trade and investment platform supporting the entire cycle of global business.



Innovation

Lead Change

- 1) We contribute to innovate growth of the nation and our clients.
- 2) We take the lead in digital transformation, and provide innovative services to our clients.



Contribution

Commit to the Community

- 1) We, as a public organization, contribute to the public and the economy.
- 2) We support our clients in becoming a global leader for sustainable growth.



Public Integrity

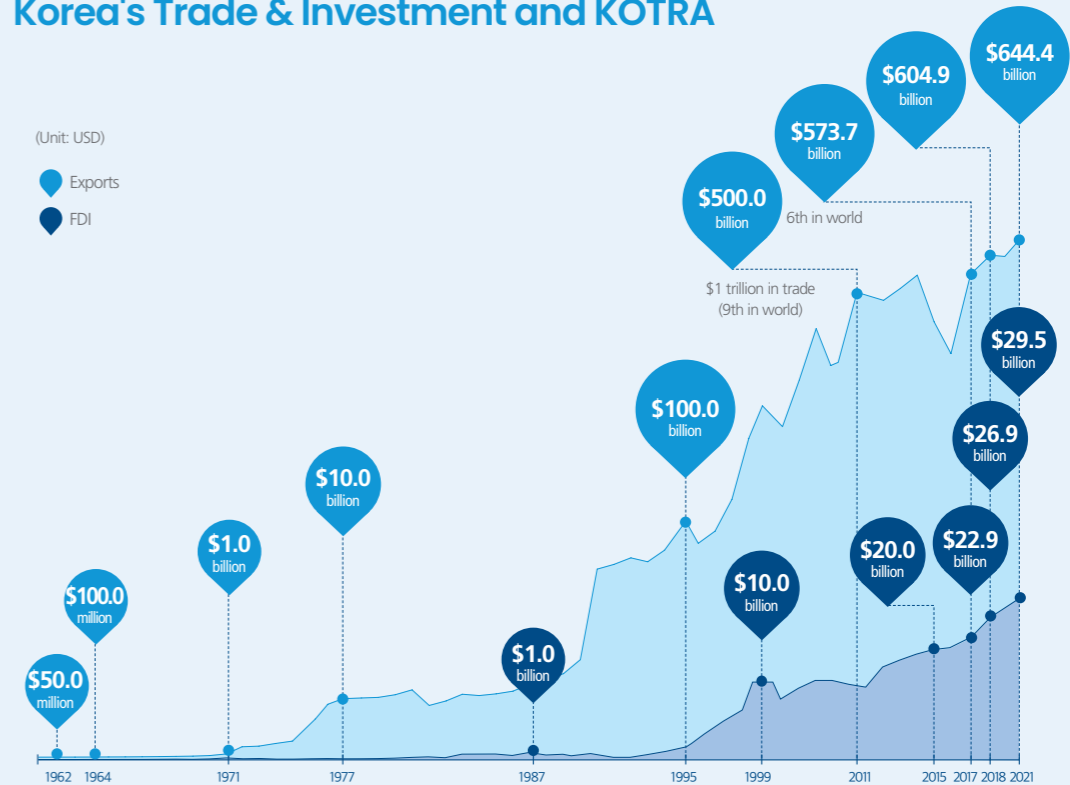
Practice Uprightly

- 1) We implement the highest standards of ethical management.
- 2) We gain the people's trust by running a transparent and fair organization.

Korea's Trade & Investment and KOTRA

(Unit: USD)

- Exports
- FDI



Brief History of KOTRA

1962 Establishment of the Korea Trade Promotion Agency

- Opened offices in New York, Los Angeles, Hong Kong, and Bangkok

1970 Played a leading role in transforming Korea into a trading country during the construction boom in the Middle East

- Opened 6 offices in the Middle East from 1974 to 1976

1980 Diversified export markets by pioneering new markets in northern and eastern European regions

- Opened the first office in Eastern Europe (Budapest, Hungary)

1995 Renamed as the Korea Trade-Investment Promotion Agency

- Added foreign investment attraction function

2003 Launched Invest KOREA

2008 Added function of attracting Global Talented Professionals (Contact Korea)

2009 Added Overseas Investment Support function for the globalization of SMEs

2011 Added function of Defense Industry Support, International Development Cooperation, and National Brand Improvement services

2012 Added function of Global M&A and Reshoring Support functions

2013 Added the function of Overseas Startup and Employment Support

2014 Added the function of government-to-government (G2G) trading

2015 Added the function of summit diplomacy support

2022 Designated as the exclusively responsible agency in international reduction of greenhouse gas emissions

Looking to engage in business partnerships with Korea?

KOTRA Portal
www.kotra.or.kr

Contact KOTRA
 128 Overseas Offices
 in 83 countries
 (P.10~11)

**For Defense Industry Trade
 'Kodits'**
kodits.kotra.or.kr

**For Buyers
 'buyKOREA'
 Global E-marketplace**
www.buykorea.org

**For Investors
 'InvestKOREA'
 Global Link to Success**
www.investkorea.org

Global HR Partner

World Trade Promotion

Global Business Partnership

Investment Support

Economic and Trade Cooperation

KOTRA's Major Services

World Trade Promotion

KOTRA performs a variety of activities to accelerate international trading by promoting trade to help foreign buyers find suitable partners in Korea.

Global Business Partnership

KOTRA assists in international projects of Korean companies and global partnerships, such as public procurement, defense and government-to-government (G2G) trading, and also supports global investments of Korean enterprises.

Investment Support

KOTRA provides comprehensive services for inbound foreign direct investment, serving as a bridge to connect Korea with global investments.

Economic and Trade Cooperation

KOTRA supports free trade agreements, shares development experiences, and cooperates with partner countries, creating win-win opportunities.

Global HR Partner

KOTRA supports international exchanges of human resources equipped with global competency and competitiveness.

Global Network

128 overseas offices in 83 countries

Europe

- Germany** Frankfurt (HQ) (T.49-69-242-9920)
Munich (T.49-89-2424-2630)
Hamburg (T.49-40-3405-740)
- Greece** Athens (T.30-210-654-3623/4)
- Netherlands** Amsterdam (T.31-20-673-0555)
- Denmark** Copenhagen (T.45-3312-6658)
- Romania** Bucharest (T.40-21-233-2172)
- Belgium** Brussels (T.32-2-203-2142)
- Bulgaria** Sofia (T.359-2-969-5030)
- Serbia** Belgrade (T.381-11-311-0860)
- Sweden** Stockholm (T.46-8-30-8090)
- Switzerland** Zürich (T.41-44-202-1232)
- Spain** Madrid (T.34-91-556-6241)
- Slovakia** Bratislava (T.421-2-2129-3450)
- United Kingdom** London (T.44-20-7520-5300)
- Austria** Vienna (T.43-1-586-3876)
- Italy** Milan (T.39-2-795-813)
- Czechia** Prague (T.420-245-005-650)
- Croatia** Zagreb (T.385-1-4815-102)
- Poland** Warsaw (T.48-22-520-6230)
- France** Paris (T.33-1-5535-8888)
- Finland** Helsinki (T.358-9-682-9490)
- Hungary** Budapest (T.36-1-201-8474/6368)

Southwest Asia

- India** New Delhi (HQ) (T.91-124-4628-500)
Mumbai (T.91-22-4925-5400)
Bengaluru (T.91-80-6809-9200)
Ahmedabad (T.91-79-49130-111)
Chennai (T.91-44-2433-7283)
Kolkata (T.91-33-4055-8150)
- Bangladesh** Dhaka (T.880-2-984-4218)
- Sri Lanka** Colombo (T.94-11-259-7494/250-5394)
- Pakistan** Karachi (T.92-21-3530-3771~4)

Africa

- South Africa** Johannesburg (HQ) (T.27-11-784-2940)
- Ghana** Accra (T.233-302-764367)
- Nigeria** Lagos (T.234-1-453-0500)
- Mozambique** Maputo (T.258-21-487-072)
- Sudan** Khartoum (T.249-183-498845(#14))
- Ethiopia** Addis Ababa (T.251-113-204305)
- Kenya** Nairobi (T.254-718-220458)
- Côte d'Ivoire** Abidjan (T.225-27-2251-4715)
- Tanzania** Dar es Salaam (T.255-22-292-2201/2)

CIS

- Russia** Moscow (HQ) (T.7-495-258-1627)
Novosibirsk (T.7-383-319-6508/9)
Vladivostok (T.7-423-240-7104)
Saint Petersburg (T.7-812-244-1341)
- Mongolia** Ulaanbaatar (T.976-7711-0140)
- Belarus** Minsk (T.375-17-2000-168)
- Azerbaijan** Baku (T.994-12-310-8672)
- Uzbekistan** Tashkent (T.998-78-140-0215)
- Ukraine** Kyiv (T.38-044-495-2951)
- Kazakhstan** Almaty (T.070-7735-9005)

- Mongolia**
- Belarus**
- Azerbaijan**
- Uzbekistan**
- Ukraine**
- Kazakhstan**

Middle East

- United Arab Emirates** Dubai (HQ) (T.971-4-450-4360)
- Libya** Tripoli (also overseen by Cairo) (T.20-2-2754-5319/5329)
- Morocco** Casablanca (T.212-522-989-627)
- Saudi Arabia** Riyadh (T.966-11-273-4496)
- Syria** Damascus (also overseen by Amman) (T.962-6-583-1045)
- Algeria** Algiers (T.213-23-48-58-48)
- Oman** Muscat (T.968-2411-7011~3)
- Jordan** Amman (T.962-6-583-1045)
- Iraq** Baghdad (T.964-77-2224-4629)
- Iran** Tehran (T.98-21-2637-6558)
- Israel** Tel Aviv (T.972-3-639-6488)
- Egypt** Cairo (T.20-2-2754-5319/5329)
- Qatar** Doha (T.974-4016-2603)
- Kuwait** Kuwait (T.965-2243-6933)
- Türkiye** Istanbul (T.90-212-325-3646)

China

- Beijing (HQ)** (T.86-10-6410-6162)
- Guangzhou** (T.86-20-2208-1600)
- Nanjing** (T.86-25-8328-8991~3)
- Dalian** (T.86-411-8253-0051~3)
- Shanghai** (T.86-21-5108-8771/2)
- Xiamen** (T.86-592-210-3190~2)
- Shenyang** (T.86-24-3137-0770)

- Shenzhen** (T.86-755-8335-9991)
- Xi'an** (T.86-29-8883-1060)
- Wuhan** (T.86-27-5930-9299)
- Zhengzhou** (T.86-371-8616-3927)
- Changsha** (T.86-731-8564-0080)
- Changchun** (T.86-431-8051-9850)
- Chengdu** (T.86-28-8672-3501)

- Chongqing** (T.86-23-6039-1005)
- Qingdao** (T.86-532-8388-7931)
- Tianjin** (T.86-22-2329-6631)
- Harbin** (T.86-451-5110-7080)
- Hangzhou** (T.86-571-8110-3099)
- Hong Kong** (T.852-2545-9500)
- Taipei** (T.886-2-2725-2324)

Japan

- Tokyo (HQ)** (T.81-3-3214-6951)
- Nagoya** (T.81-52-561-3936)
- Osaka** (T.81-6-6262-3831)
- Fukuoka** (T.81-92-473-2005)

Southeast Asia and Oceania

- Vietnam** Hanoi (HQ) (T.84-24-3946-0511~8)
Ho Chi Minh City (T.84-28-3822-3944)
- New Zealand** Auckland (T.64-9-373-5792)
- Laos** Vientiane (T.856-21-455-080)
- Malaysia** Kuala Lumpur (T.60-3-2117-7100)
- Myanmar** Yangon (T.95-1-9253346~50)
- Singapore** Singapore (T.65-6426-7200)
- Australia** Melbourne (T.61-3-9860-0500)
Sydney (T.61-2-8233-4000)
- Indonesia** Surabaya (T.62-31-534-7331)
Jakarta (T.62-21-574-1522)
- Cambodia** Phnom Penh (T.855-23-999-099)
- Thailand** Bangkok (T.66-2-035-1555)
- Philippines** Manila (T.63-2-8894-4048)

North America

- United States** New York (HQ) (T.1-212-826-0900)
Dallas (T.1-972-243-9300)
Detroit (T.1-248-619-1601)
Los Angeles (T.1-323-954-9500)
Chicago (T.1-312-644-4323)
Silicon Valley (T.1-408-432-5000)
Washington, D.C. (T.1-202-857-7919)
Atlanta (T.1-470-682-3960)
Vancouver (T.1-604-683-1820)
Toronto (T.1-416-368-3399)

Latin America

- Mexico** Mexico City (HQ) (T.52-55-5514-3173)
- Guatemala** Guatemala (T.502-2298-0000)
- Dominican Republic** Santo Domingo (T.1-809-567-9733)
- Brazil** São Paulo (T.55-11-3175-3030)
- Argentina** Buenos Aires (T.54-11-4312-0033)
- Ecuador** Quito (T.593-2-2237-111)
- Chile** Santiago (T.56-2-3221-0710)
- Colombia** Bogotá (T.57-1-637-5099)
- Cuba** Havana (T.53-7-204-1020)
- Panama** Panama (T.507-264-8105)
- Paraguay** Asunción (T.595-21-238-1699)
- Peru** Lima (T.51-1-442-9595)

World Trade Promotion

KOTRA provides global companies and consumers with opportunities to work with Korean companies through online and offline marketing

Global Marketing

KOTRA targets global markets to assist Korean SMEs' exports.



B2B Meetings and Business Forums

01 | B2B Meetings

KOTRA organizes B2B meetings between Korean sellers and overseas buyers who wish to have business opportunities with Korean companies.

02 | Trade Delegation

KOTRA, in cooperation with local government and public institutions, leads overseas trade delegations for the purpose of on/offline B2B meetings.

03 | Business Forums

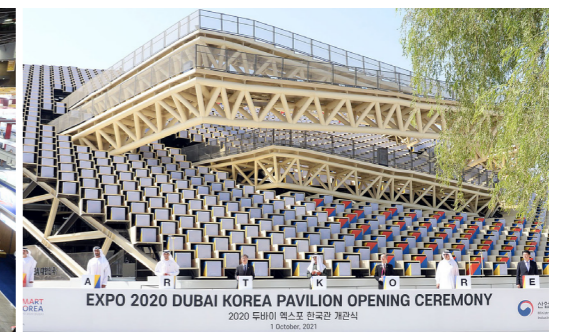
KOTRA hosts various conferences and forums to inform Korean and overseas companies of up-to-date business trends.

Trade Exhibitions

KOTRA promotes business exchanges between overseas buyers and industry-leading Korean companies through international and domestic exhibitions. On the occasion of World Expos such as Expo 2020 Dubai, KOTRA manages Korea Pavilions in order to introduce Korean culture and technologies to the world.



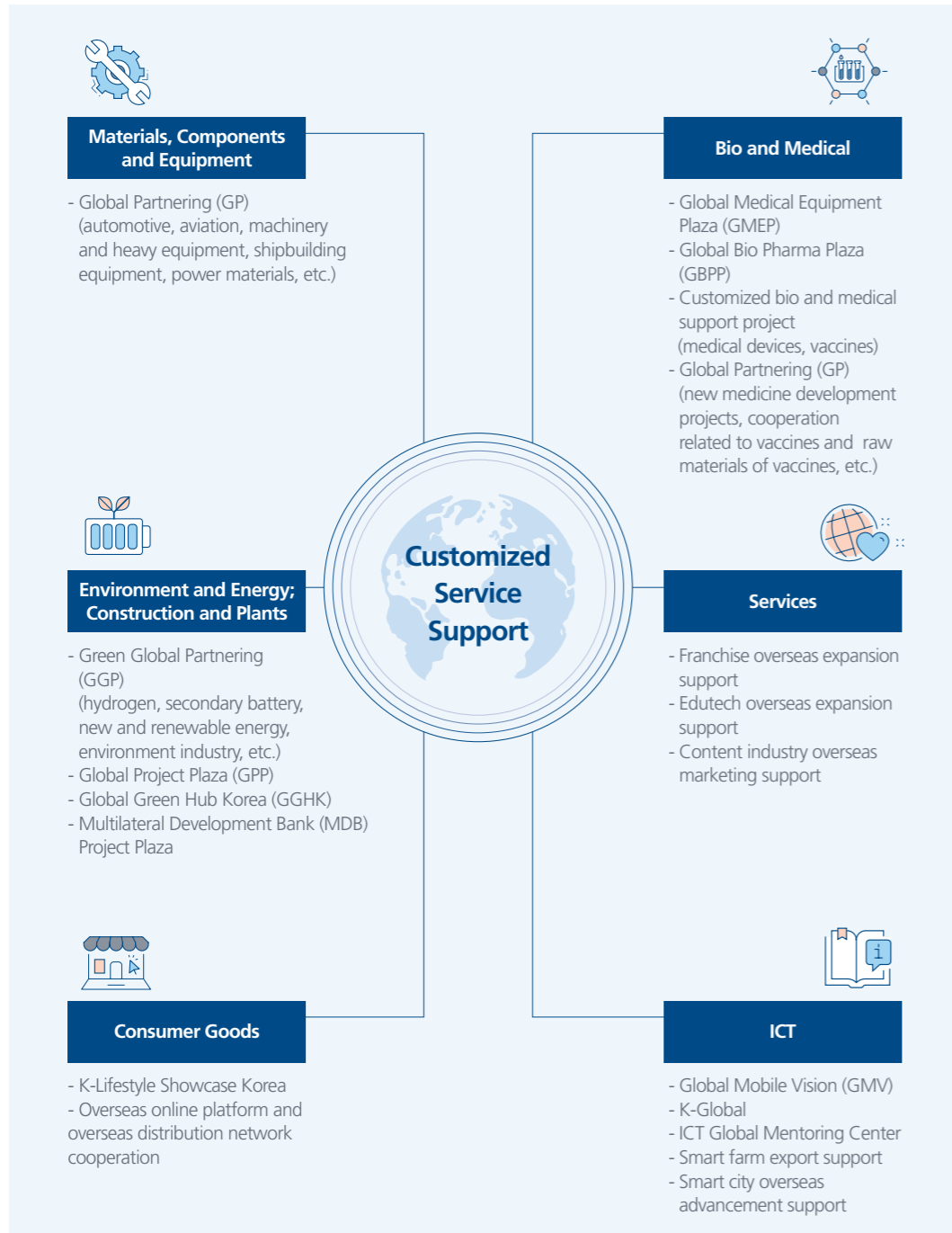
Seoul Food



World Expo

Customized Support by Industry

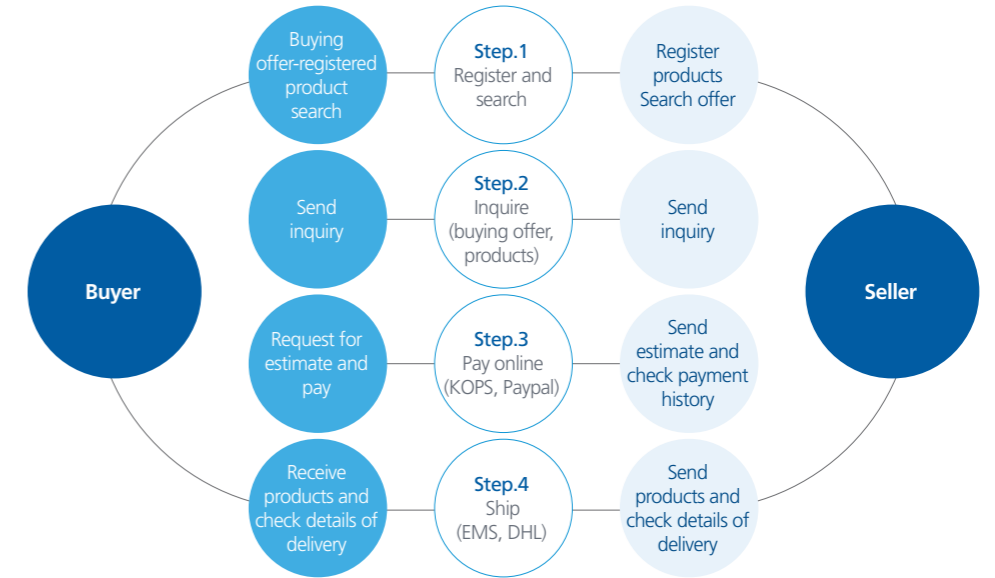
KOTRA finds you optimal partners that will reinforce your global value chains (GVC) in a variety of industries: materials, components and equipment; environment and energy; construction and plants; consumer goods; bio and medical; services; and ICT.



Digital Marketing

01 | buyKOREA(www.buykorea.org)

buyKOREA is a global B2B export support platform that connects buyers worldwide with Korean suppliers, and assists the transaction process in overseas promotion of Korean products, foreign buyers' search and registration of purchase information, online payments of transaction fees, and international shipping discounts.



02 | Video Consulting (year-round)

KOTRA arranges online mediated consulting between foreign buyers and Korean companies looking to pioneer overseas sales channels, thus supporting their export.





Global Business Partnership

KOTRA supports public partnerships for Korean companies' global projects, public procurement, defense, and G2G transactions, and also assists their global investments.

➤ Project and Public Procurement Support

01 | Finding Projects and Supporting to Win Orders

KOTRA supports Korean companies to be able to participate in a variety of overseas projects in construction, infrastructure, plants, environment, ICT, etc.

02 | Advancement into Public Procurement Market

KOTRA supports Korean companies to be able to advance into public procurement markets around the world.

➤ Supporting overseas defense advancement and G2G tradings

01 | Defense marketing support

KOTRA supports promising Korean military enterprises' overseas advancement through intimate cooperation with related government departments and organizations.

02 | G2G Trade support

KOTRA signs government-to-government (G2G) contracts with foreign governments either on behalf of or together with Korean companies, thus cooperating with government agencies.

➤ Overseas Investment Support

01 | Seminars and Consulting

KOTRA closely cooperates with foreign governments, IPAs and consulting firms to provide Korean companies with overseas investment data.

02 | Global M&A Support

Centered on small to medium-sized transactions, KOTRA matches Korean companies looking to invest overseas with foreign companies wishing to attract investments.

03 | Globalization of Startups and Born Global

KOTRA works with foreign enterprises, VCs and accelerators to support Korean startups and companies preparing for business overseas.

Economic and Trade Cooperation

KOTRA utilizes intergovernmental cooperation and supports overseas advancement of Korean enterprises, and also assists international development cooperation and CSR activities, thus seeking sustainable growth.

Economic Cooperation

01 | Business Partnership

KOTRA devises agendas and MOUs for economic cooperation during the president's and prime minister's overseas visits, and provides consulting opportunities between Korean and foreign enterprises to generate business achievements for our companies.

02 | FTA Support

KOTRA provides information and consulting services for Korean companies and foreign buyers to effectively utilize free trade agreements (FTA).

Development Cooperation

01 | Global ESG+ Business

KOTRA supports Korean companies' ESG activities overseas and prepares a sustainable basis for their advancement into global markets.

02 | Knowledge Sharing Program (KSP)

KSP is a project that shares Korea's development experiences and knowledge to support the economic and social growth of partner countries and to establish a foundation for friendly economic cooperation. KOTRA executes policy research, consulting, capacity building training and related projects tailored to the demands of cooperating nations in industrial, trading and investment sectors.



Peru KSP research tour in Korea



Donation of car air filter performance evaluation devices in Tanzania

Foreign Investment Attraction Support

Serving as a bridge to connect Korea with global investment, KOTRA provides comprehensive services for inbound foreign direct investment.

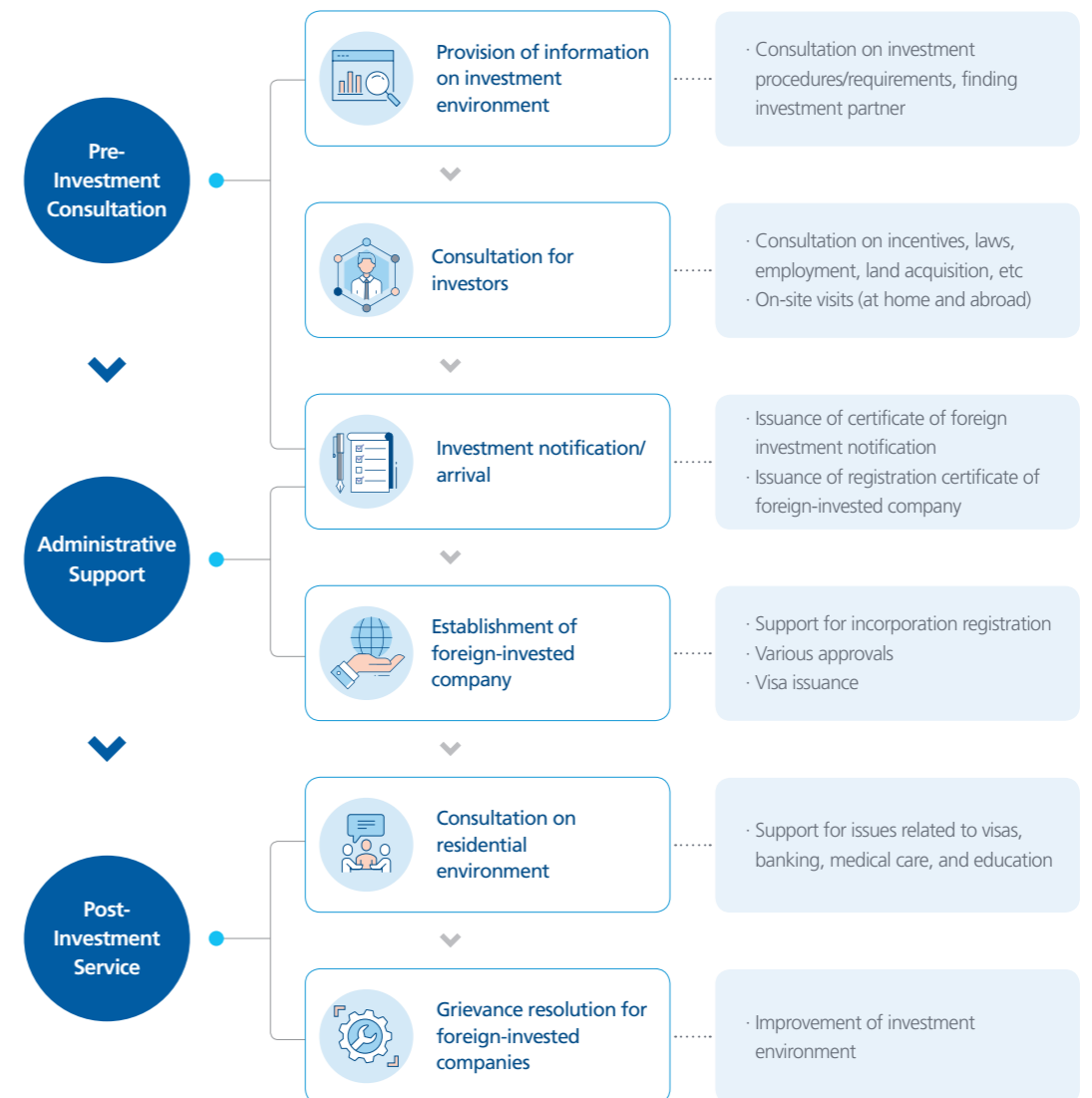
Invest in Korea, Global Link to Success



Invest KOREA (IK) is the governmental investment promotion agency within KOTRA.

> One-Stop Service for the Entire Investment Process

Invest KOREA's one-stop service provides customized investor support from pre-investment consultation and investment execution to the post-investment process.



Investment Attraction Support



Invest Korea Week(IKW)

01 | Invest KOREA Week (IKW)

KOTRA focuses on promoting Korea's investment appeals and assists consulting sessions for interested investors to establish conditions to expend foreign investments.

02 | Consulting Sessions to Promote Investment

KOTRA aids in 1:1 consultation meetings between different companies, local governments and FEZ to attract foreign investments and investors discovered through overseas trade offices.

03 | Investment Attractors

KOTRA supports overseas dispatches of IR, local government investment delegations, round tables, TFTs, delegations to Korea to promote investment as well as foreign investors' visits to Korea.

04 | Invest KOREA Market Place (IKMP)

KOTRA creates and maintains a database that contains information of projects and Korean companies who look to invite foreign investments.

05 | Support for Invest KOREA Plaza Tenants

KOTRA provides offices and necessary resources to support early investment settlement for foreign investors of Invest KOREA Plaza (IKP), an incubating facility exclusively for foreign investors.

06 | Red Carpet Service

KOTRA accommodates all matters and needs to those who visit Korea during their stay through an exclusive red carpet service.

07 | Employment Support for Foreign Invested Companies

KOTRA provides support for foreign invested companies and potential investors with necessary employment during their stay here in Korea.

Promotion of Foreign Investment Attraction

01 | Invest KOREA Online Portal (investkorea.org)

KOTRA provides updated news and data on investment environments/procedures, promising industries and local government of Korea for foreign investors.

02 | Promotional Materials for Investment Attraction

KOTRA publishes brochures that promote the Korean investment industry, PR materials by department, Invest KOREA and the national IR materials.

03 | Invest KOREA Magazine

KOTRA publishes monthly magazines that focus on FDI and deals with Korean economic and trade issues, industry trends, interviews with foreign invested companies, locations, and investor FAQ.

04 | Foreign Press Conference

Major foreign media are invited to promote government policies, notable industry investment environment and locations.

05 | Honorary Ambassadors of Foreign Investment Promotion for Korea

KOTRA promotes Korea's investment environment by working with influential figures both in Korea and overseas that have rich networks with local governments and companies as well as a high level of understanding of Korea for greater investment performance.

Consultation and Grievance Resolution for Foreign Invested Companies

01 | Foreign Investment Ombudsman

The Foreign Investment Ombudsman, commissioned by the President of Korea, works to resolve various grievances of foreign-invested companies. Also, there are home doctors, who have deep knowledge and expertise in their respective fields of law, taxation, environment, finance, pharmaceutical, etc. to support the Ombudsman.

02 | Grievance Resolution Activities

The Office of the Foreign Investment Ombudsman visits foreign-invested companies and holds various roundtable meetings, seminars, and conferences to receive grievances. The Office may request for cooperation to related ministries and local governments or advise improvement of regulations to assist in resolving the issues; therefore, creating the more business friendly environment in Korea.

Global HR Partner

KOTRA offers diverse programs to support the recruitment of Korean workers overseas and to connect foreign professionals with Korean employers.

Talented Korean Workers

01 | Global Job Fair

The Global Job Fair is the biggest job fair for overseas employment in Korea. Within this fair, KOTRA aids foreign companies with the appropriate steps and cycles of recruitment.

02 | Overseas Job Fair

KOTRA holds job fairs overseas where there is a high demand for Korean employees.

03 | Job Fair for Foreign Invested Companies

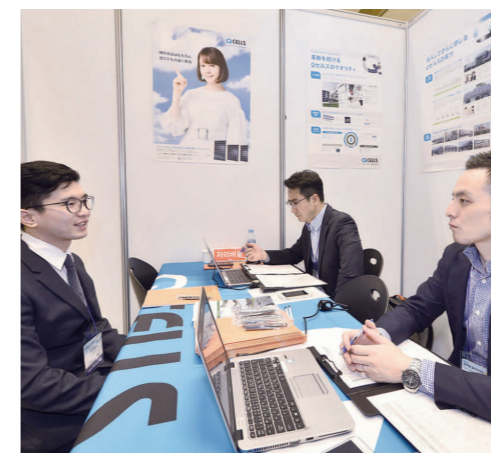
Held annually since 2006, the Job Fair for Foreign Invested Companies is one of the largest job fairs in Korea. The programs include on-site job interviews and recruitment sessions.

04 | Pin Point Recruitment

KOTRA provides customized recruitment services to each foreign company looking to hire Korean workers.

Global Talented Professionals (Contact Korea)

KOTRA supports foreign professionals such as engineers and R&D specialists to work for SMEs in Korea. We organize job interviews, provide advice on visas and support the entire recruitment process.



A Better Future, A Better Society

KOTRA will work with you for a better society and a brighter future.
KOTRA will strive for all citizens to enjoy happy and abundant lives through incorporating ESG in its management.



Shared Growth

KOTRA provides an overseas expansion platform for shared growth.

KOTRA leads win-win cooperation together with large corporations and public agencies as an overseas expansion platform for shared growth.



Revitalization of Local Economies

KOTRA takes a step closer to local communities.

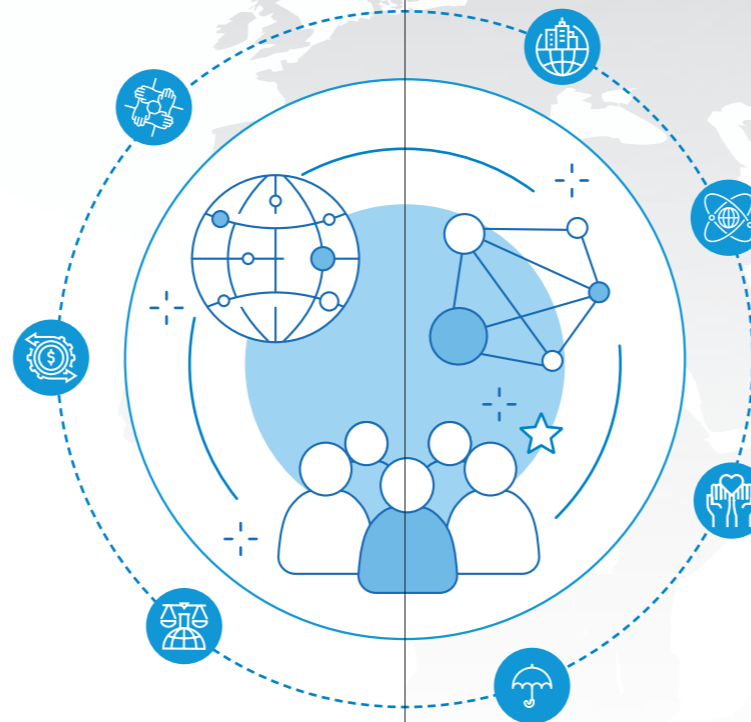
KOTRA's regional support groups contribute to the revitalization of local economies with support for the globalization of regional SMEs, fostering and employment assistance of local talents, and foundation of companies overseas tied to regional industries.



Ethical Management

KOTRA leads as a reliable public agency through global-level ethical management.

KOTRA leads customer-oriented responsible management and implements an ethical corporate culture to fulfill its social responsibilities as a reliable public agency based on its vision of ethical management.



ESG Management KOTRA supports the spread of ESG across SMEs' management.

KOTRA helps SMEs to properly respond to ESG-related trade regulations and global enterprises' demands and also assist them to secure sustainable growth and global competitiveness through ESG management.



Globalization of Socioeconomic Enterprises KOTRA supports the globalization of socioeconomic enterprises.

KOTRA provides support for capacity-building and overseas expansion of socioeconomic enterprises (e.g. social enterprises, preliminary social enterprises, social ventures, cooperatives, village and self-supporting companies) to spread social values worldwide.



Domestic and Global CSR Based on Win-Win Cooperation KOTRA remains a reliable public agency through CSR.

KOTRA supports domestic SMEs situated overseas to solve local social issues through global CSR activities, and also proceeds various social contribution work in Korea, which includes youth export school.



Safety and Health Management KOTRA prioritizes the safety and health of customers and employees.

KOTRA remains a public agency that customers can visit with a peace of mind by implementing safety and health management activities led by the head of KOTRA.

